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THE

AMERICAN PERFUMER

AND ESSENTIAL OIL REVIEW • JANUARY 1936

Established 1906



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Rev

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See also page 9

2 Can

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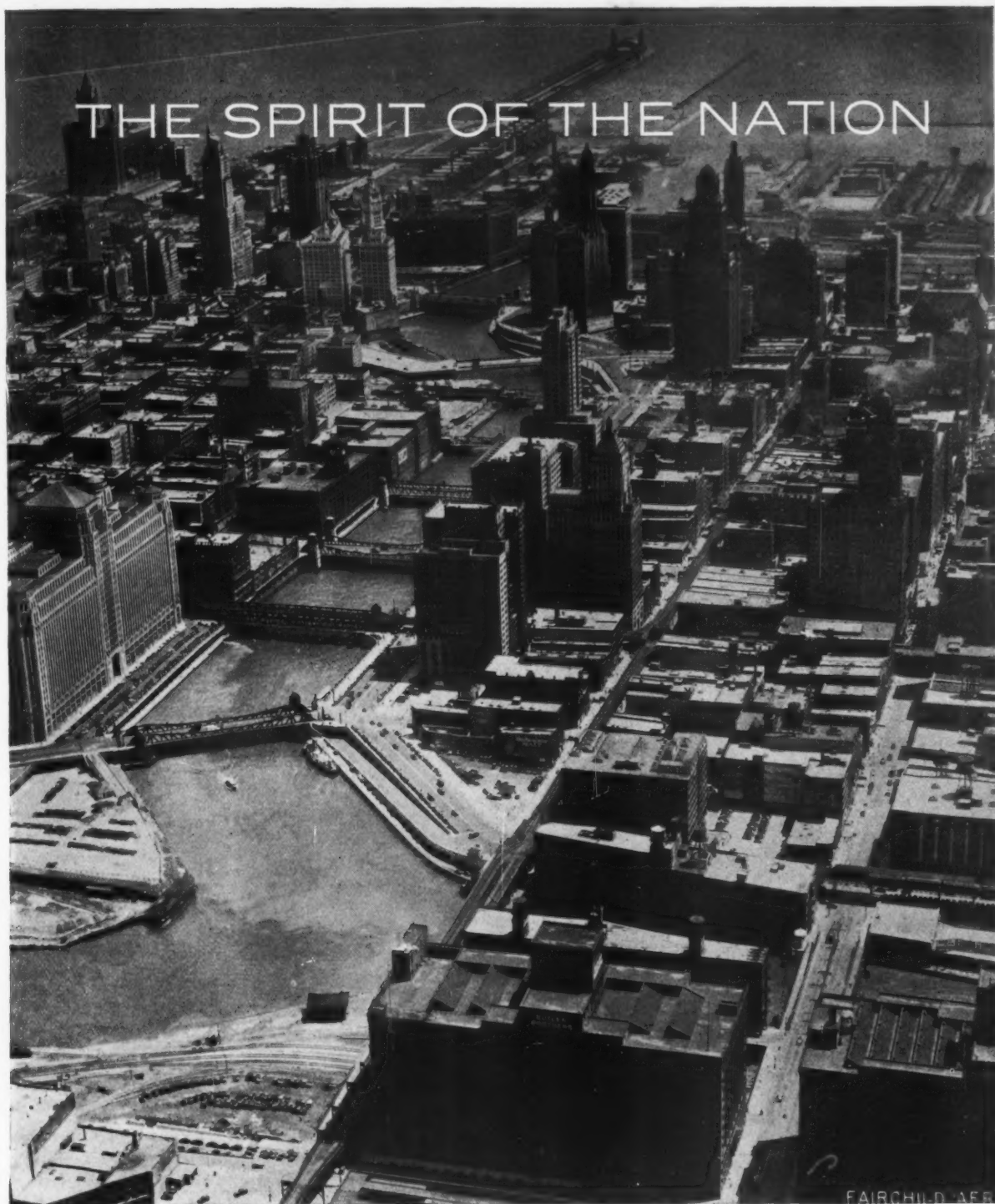
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January, 1936

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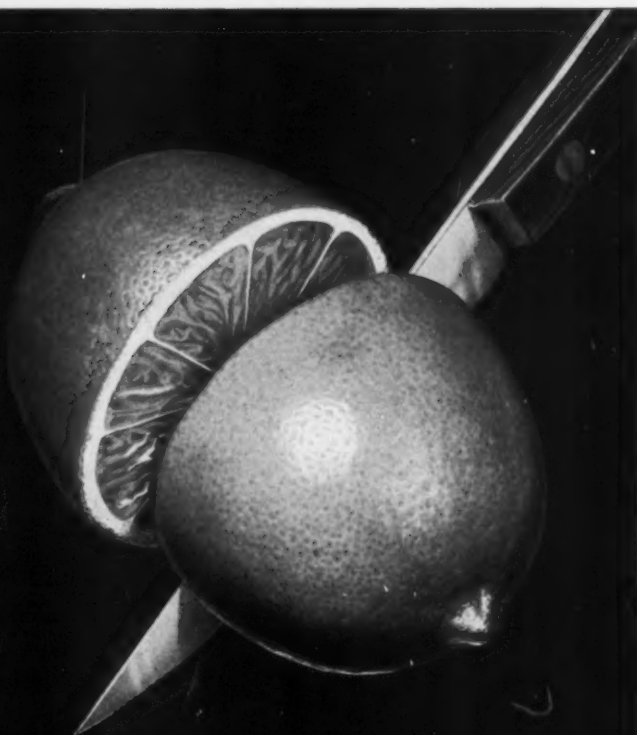
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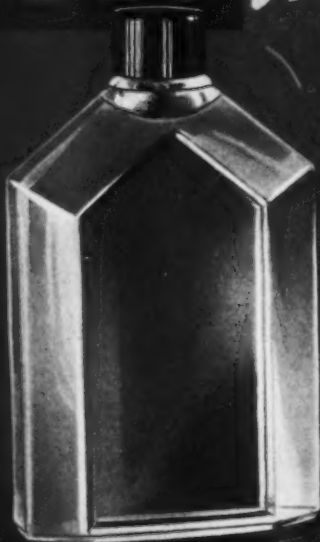
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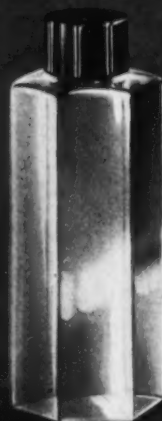
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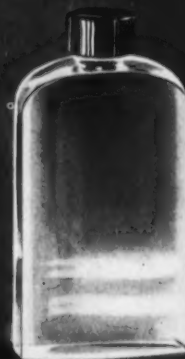
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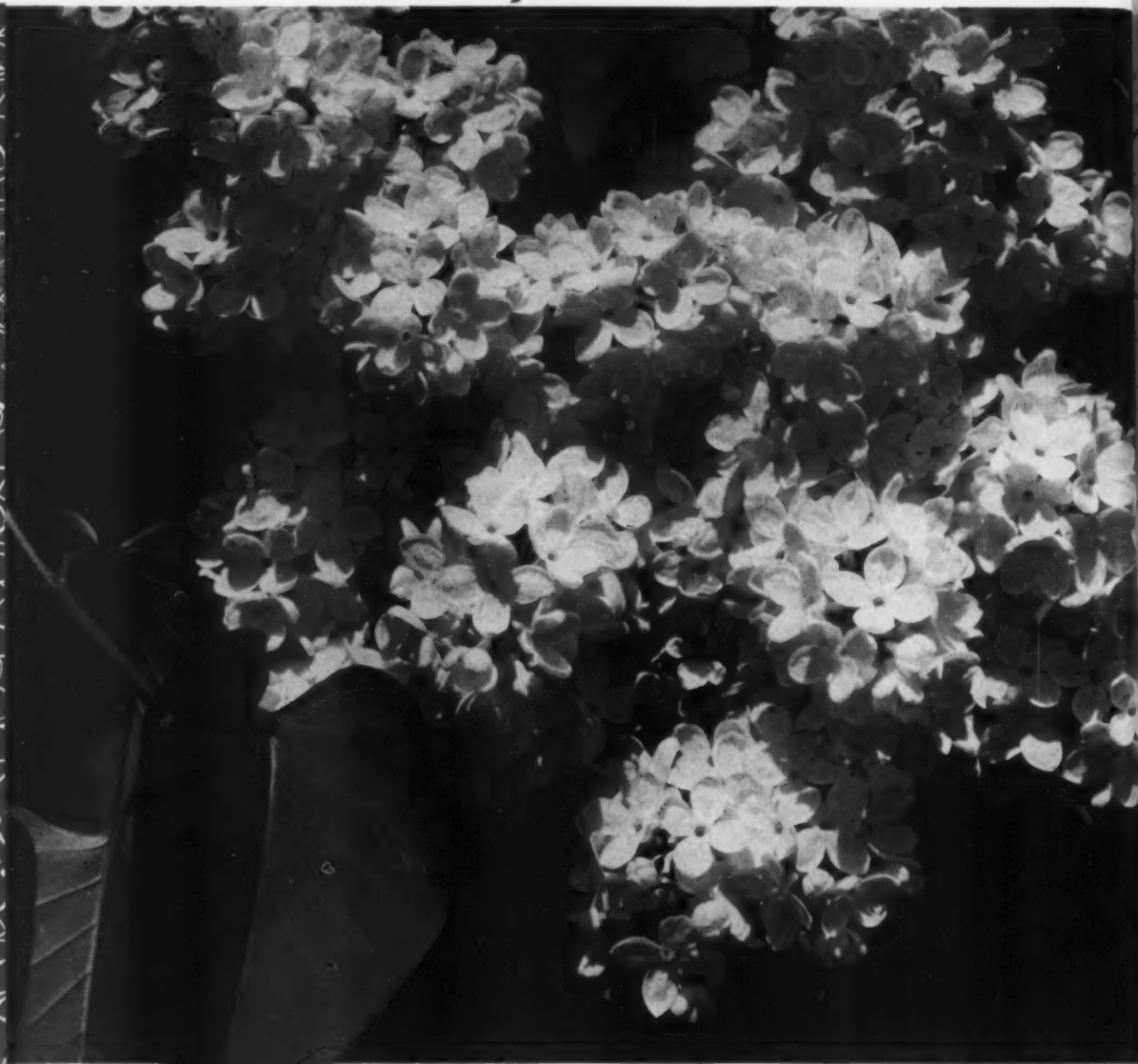
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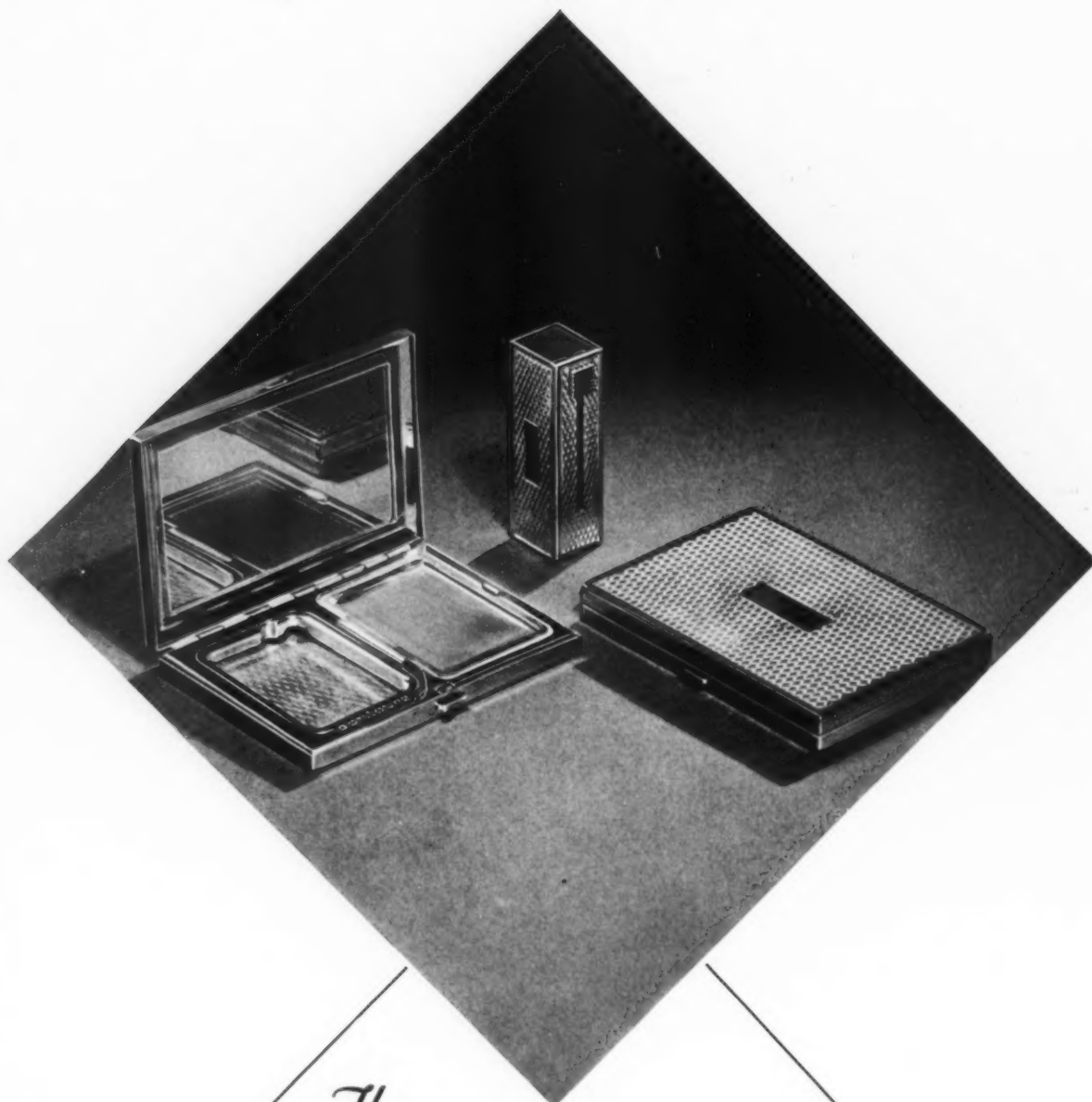
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*for Smartness
Quality
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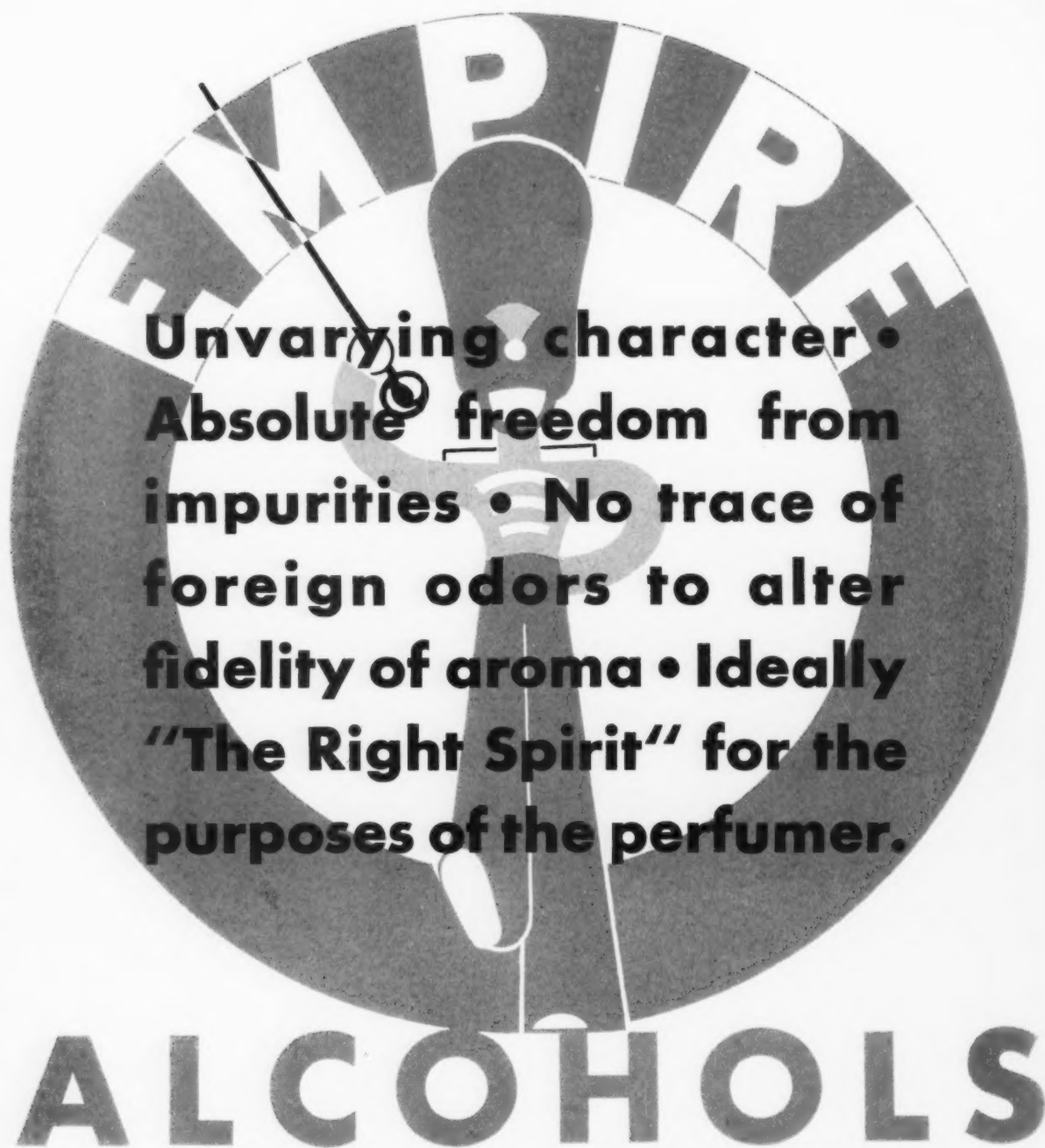


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We Make The Best Of It***

**Empire Distilling Corporation
Yonkers, New York**



INTRODUCING
ROUGE SUPRÊME

43



When our chemists perfected a wholly new method for making rouge we were enthusiastic but skeptical. The laboratory samples were undoubtedly far superior to any rouge we had ever seen. To the touch it was infinitely smoother than other rouges. The microscope revealed its complete color dispersion and uniformity, and not a single trace of lumpy, unground material.



But we've seen laboratory samples before. Would this new rouge stand up under volume production? Would women recognize the superiority of ROUGE SUPREME*?



We wanted the answers to those questions. To get them we asked Luckey Bowman, Inc., our advertising agency, to conduct a nationwide consumer survey.



On November 25th, questionnaires and three sample tablets of 'Rouge Supreme' were sent to each of 5000 women throughout the Country. Up to December 11th, 1386 replies were received. These completed questionnaires were then sub-

mitted to Hurdman and Cranstoun, Public Accountants, New York, for tabulation.



HERE ARE THE RESULTS:

Questions	Answers	
Do you prefer the sample of rouge to the kind you are now using?	Yes 1215	No 88
Is it finer in texture?	Yes 1266	No 49
Does it feel smoother?	Yes 1257	No 51
Does it apply more evenly?	Yes 1181	No 117
Does it stay on longer?	Yes 1168	No 94
Does it look better?	Yes 1196	No 88

You will agree, we feel sure, that this amazing consumer endorsement of 'Rouge Supreme' is significant. Here is a rouge consumers recognize immediately as a vastly superior product.



Voluntary remarks written on the questionnaires indicate the reaction of these women, your customers, who tried it — "Where can I buy Rouge Supreme?" . . . "What store in Philadelphia carries this marvelous new rouge?" . . . "I would like to buy this new rouge if it does not cost too much."

We believe the above survey definitely answers our questions.

WE KNOW NOW:

That consumers prefer this new rouge.
That 'Rouge Supreme' is uniformly perfect under volume production.

AND SO . . .



*You
are cordially
invited to test*

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Resinoine Costus Incolore	Same degree of concentration as the essential oil Costus—affords a substantial saving on the Essence.
Jasmin Absolute P.R.C. Incolore	100% pure products — finest natural Absolutes of Jasmin in their highest state of concentration and purity.
Jasmin Absolute Benzol P.R.C. Incolore	
Mousse "B" Absolute Epuree P.R.C. Incolore	Two distinctive notes of Oak Moss—in a crystallized form—completely colorless —as little as 2% in solution is sufficient to reproduce the odor of Oak Moss at its finest.
Mousse des Bois Absolute Epuree P.R.C. Incolore	

P. ROBERTET
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Sole American Representative:

A. C. DRURY & CO., Inc.
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IN perfume extracts, as well as in Bouquets of distinction for Toiletries—or wherever an intense note of striking character is the ultimate goal—truly "colorless" essences have solved the modern perfumers' main problems: High concentration of odor together with lighter, more brilliant color in the finished product.

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We also invite your inquiries for other specialties not listed here which may be of interest.

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OIL CITRONELLA JAVA • BLEACHED OZONERITE • GUM TRAGACANTH PERSIAN • RICE STARCH

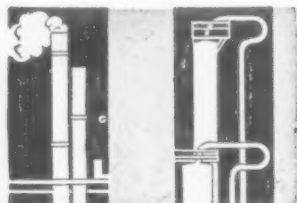
OIL LAVENDER FLEURS • PRECIPITATED CHALK • GUM BENZOIN SIAM • ZINC OXIDE • KAOLIN

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Manufactures of Stearic Acid

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Sierra Talcs approximate the ideal -
chemically and physically - and
excel in uniformity of
milling and color.

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English Precipitated Chalk U. S. P.
Extra Light Dense

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NEW

PRODUCTS AND PACKAGES

by **RUTH HOOPER LARISSON**

**A dominant feature of THE AMERICAN
PERFUMER every month**

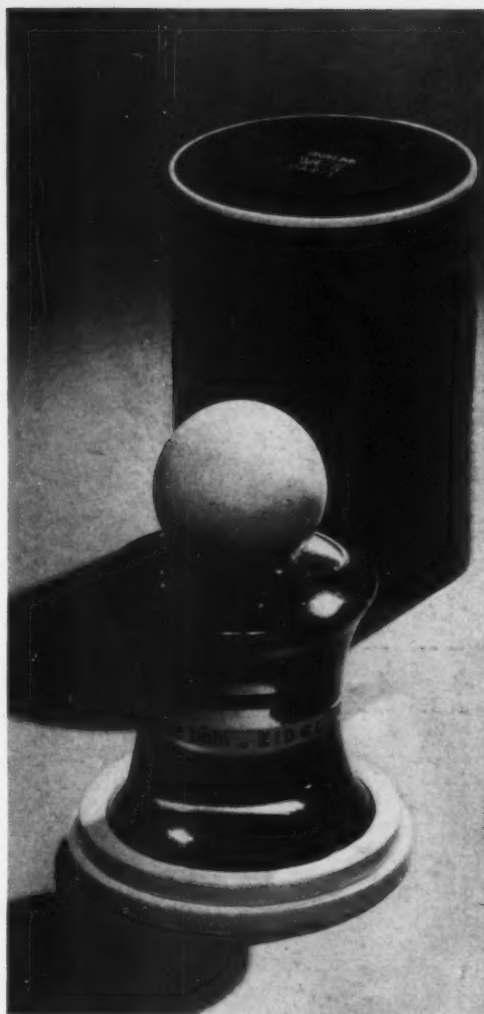
The "New Products and Packages" section of the American Perfumer is a vital part in the fulfillment of the magazine's purpose—to be a class publication which serves the toilet preparations and allied industries well.

Interest in packages is so strong in its field that we consider the usual four-page size of this feature obligatory to satisfy it. Such concern about packages is easily understandable because the sales, and profits, of cosmetics are definitely dependent upon their appeal.

Manufacturers of package materials, closures, caps, etc., will find the leaders of toilet preparation manufacture and merchandising—the readers of American Perfumer who demand such a lusty feature—an unusually responsive market.

Incidentally, The American Perfumer is the only magazine devoted exclusively to the problems of merchandising and manufacture in this highly specialized industry.

Certainly an adequate part of your advertising appropriation should be used to present your products to these men in the American Perfumer.



THE AMERICAN PERFUMER

& ESSENTIAL OIL REVIEW

A ROBBINS PUBLICATION
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THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW



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January, 1936

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A ROBBINS PUBLICATION



WINTER

Switzerland, one of the centers of the aromatic chemical industry, furnishes a winter scene. This view of Wegen in the Alps forms part of a Chuit-Naef calendar.

NEW ERA of Industrial Growth to Open in 1936

by FLOYD W. PARSONS

THROUGHOUT all history there has been an unending succession of grave mistakes, any one of which seemed to spell the end of human progress. But it always happened that after each lapse of judgment and constructive endeavor, there came a new advance during which wisdom was reinstated and courage restored.

So it will happen again.

Years hence, the recent depression will be regarded as merely a brief pause and correction during which time the majority of our people could not see the woods for the trees.

But confidence is returning. Great events are approaching. Changes filled with immense possibilities are imminent.

It is becoming evident that we are not only entering a new year, but another new era of growth, the foundation for which is now being laid.

Thousands have been busy hanging crepe on the nation's future. Soon they will discover that America has no more than started on its journey to unparal-

leled industrial achievements.

Undoubtedly we are entering a time of new perspectives in life and industry. Everywhere is evidence of a firm purpose to make a fresh start. Much of yesterday's bombast and ego have disappeared.

What we are coming to is less noise and more quiet study; less hasty emotion and more patient analysis of the real values of life; less running in circles and more permanent progress.

So far as business is concerned, the present is one of those times when individuals and corporations either go forward, or leave their futures behind.

Executive watchfulness was never more essential to business success than now. As business improves we will witness the letting loose of a flood of new materials, new methods and devices.

As has always happened in the past, natural forces will overcome all artificial opposition. Although 1936 will be



Windmann Studio

WHAT OF OUR INDUSTRY?

This inspiring summary of conditions and optimistic forecast by Mr. Parsons should be encouraging to every manufacturer of toilet preparations. He has not discussed the particular situation and prospects of any single group. Accordingly, a brief statement of the Editor's views on toilet goods conditions in 1936 has been prepared and will be found on the Editorial Page.

a year of election turmoil, the indications are that the production index will rise about 10 per cent in the twelve months just commencing.

We will continue to cast aside the leisurely instruments of yesterday. Slave power in the form of mechanical energy will increase rapidly. There will be renewed activity in the direction of substituting more and more labor-sav-

ing contrivances for human hands.

The present year will witness the carrying out of huge construction plans, and especially the mass production of low-cost homes. Dozens of new industries will spring up.

Many new varieties of glass, having unusual qualities, are making their appearance. Science is starting a revolution in the refining end of the petroleum industry, and the discovery that wood pulp from Southern pine can be used largely in the manufacture of rayon, leather, and explosives, has added to the growing hopes of the people of the South.

I might go on and talk about the rapid advancements that are coming in hundreds of lines of human endeavor. But sufficient has been presented to get across the thought that the potentialities of the months and years just ahead are beyond comprehension. Business in America is now on the way to becoming a boundless field of excitement and adventure.

While we have been worrying over the problems created by the business depression, natural forces have gone on steadily grinding out vital realities. In six years the increase in population in this country has amounted to nearly 5,000,000 people. There have been approximately 5,500,000 marriages, each of them creating the necessity for another new home.

We enter the new year facing a veritable mountain of unsatisfied needs and desires. It is conservatively estimated that the nation requires 800,000 new homes annually for at least a dozen years. Hundreds of millions of dollars must be spent for the modernization and replacement of production equipment.

Whether we have inflation or not, we are now entering a period of marked improvement in trade and industry. Science and engineering are merely at the threshold of a period marked by startling achievements. Crime will be fought with new inventions in the field of radio, magnetism, chemistry and electronics. Fortunes await those who are able to visualize coming developments. Disaster lies ahead for all that adhere to inflexible systems and cast-iron doctrines.

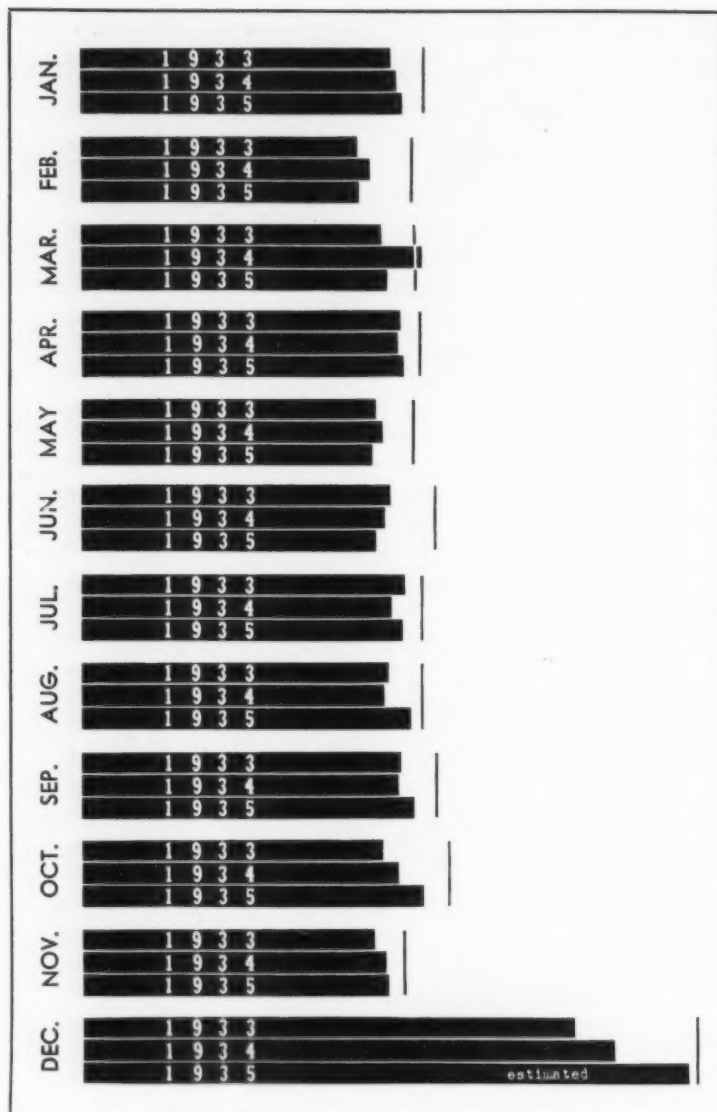
Although we have not seen the end of jungle ethics in America, and man will still prey on man, we may reasonably expect a better life, and it will be brought about not by rhetoric, but by the efforts of honest and responsible elements in the wide field of American

business seeking to improve conditions.

The field of opportunity in the United States has barely been touched. Change will continue to be the life blood of industry. The talk about saturation points is mostly nonsense. It has

been well said that over-production is merely a lack of distribution.

It is highly probable that before the present upturn has flattened out, the standard of living in the United States will be higher than it was in 1929.



THIS chart has been prepared from index numbers compiled by The American Perfumer from statistics furnished by the Federal Reserve Banks in five districts covering the entire country from Coast to Coast.

The bars on the chart indicate the relative sales volume of toilet goods in department stores in these districts, adjusted for volume of business in the districts, but not adjusted for seasonal variation in the demand. The black lines crossing the three bars for each month show sales in the peak year of 1928. Hence the chart compares sales in that year with those in each of the last three years.

The bar indicating sales in December, 1935, was compiled by using unofficial reports of the increase in sales volume in department stores throughout the country during the holiday season. Complete statistics on December will not be available until early in February.

VARIATIONS IN COMMERCIAL CITRONELLOLS

by DR. KONRAD BOURNOT
of the Research Staff
of Schimmel & Co.

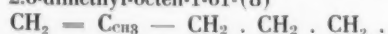
and the Technical Reason for Them

TWO years ago several articles appeared in chemical journals stating that Bulgarian rose oils, examined during recent years, very frequently showed a higher citronellol content than usual. Up to this time, the recognized percentage in otto of rose was 25 to 40 per cent, with an occasional exception of 45 per cent. Parry, Seager, Glichitch, Naves, Garnier, and Sabetay all reported having found as much as 63 per cent citronellol. Later experiments confirmed these striking findings and many different reasons were advanced, such as climatic influences, adulteration of the oil, improved methods of production, etc. However, no explanation has as yet been generally accepted.

The sensation caused by these findings reveals the great importance of citronellol as a constituent of rose perfumes and as an aromatic chemical in general. Citronellol is one of the most important components of otto of rose and an aromatic known and used for many years. It was first obtained in 1899 by the reduction of citronellal. It was later found to be contained in the essential oils, rose and geranium, by Tiemann and Schmidt; and in Java citronella oil by Schimmel & Co.

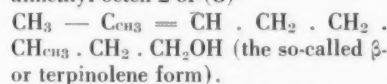
Despite numerous further experiments its exact chemical composition has never been accurately determined. It has, however, been established that citronellol is a primary alcohol of the type 2,6-dimethyl-octenol-(8) $C_{10}H_{20}O$, that is, laevo-rotary in rose and geranium oils and dextro-rotary in oil of citronella and sometimes in geranium oil. It can be obtained as a dextro-rotary compound by the reduction of citronellal and as an optically inactive compound by the reduction of citral or geraniol.

The position of the double bond in the structural formula as found in various citronellols is still disputed. Barbier and Locquin¹ assign to the d-citronellol the constitutional formula of 2,6-dimethyl-octen-1-ol-(8)



$CH_{CH_3} \cdot CH_2 \cdot CH_2OH$ (the so-called α - or limonene form).

However, Harries and Himmelmann², because of the appearance of acetone on cleavage of the ozonid, and later Kötetz³ and Steche because of the decomposition products formed on oxidation of citronellol, assumed that citronellol is probably a mixture of an alcohol of the above structure and 2,6-dimethyl-octen-2-ol-(8)



Later research has confirmed in part the reports of Harries and Kötetz, and has also shown that the composition as well as the optical rotation of commercial citronellols differs depending on the source and the method of production. Especially interesting is the observation first made by Doeuvre, that the double bond contained in citronellol of the formula 2,6-dimethyl-octenol-(8) changes its position under the influence of certain chemical agents. Such a reaction takes place when citronellol is treated with benzoyl chloride which is often used when isolating citronellol from essential oils. According to Doeuvre's⁴ latest reports, the l-citronellol from geranium oil, unchanged by chemical action, consists almost wholly of the β or terpinolene form. This is probably also true of the l-citronellol isolated from rose oil. Contrary to this, Doeuvre also proved by so-called quantitative ozonization that l-citronellol isolated by treating Bulgarian rose oil with benzoyl chloride, contains about 60 per cent of the terpinolene form and 40 per cent of the limonene form. It, therefore, appears that the terpinolene form was partially converted into the limonene form. (Quantitative ozonization, referred to above, was worked out and recently

improved by Doeuvre.) These results must be regarded as supplementary to his earlier statements that d-citronellol from Java citronella oil as well as d-citronellol obtained by reduction of d-citronellal represent mixtures of about 80 per cent of the terpinolene form and 20 per cent of the limonene form.

Similar results were recently obtained by physical methods of research such as the determination of rotary dispersion by Angla⁵ and the Raman spectra by Naves, Brus, and Allard⁶. Naves who used carefully rectified citronellols found that l-citronellol from geranium oil treated with benzoyl chloride, citronellic acid from Java citronella oil, and citronellol obtained by the reduction of the ethyl ester of citronellic acid, are mixtures of the terpinolene and limonene forms, the former predominating. The Raman spectrum, however, did not show the presence of the limonene form in citronellal from Java citronella oil, in citronellol obtained by the reduction of this citronellal or geraniol, or in the unchanged citronellol from Java citronella oil. In conclusion may we refer to Simonsen's⁷ recent experiments. His opinion is based on the behavior of α -santal-malonic acid when oxidized and he concludes that this acid as well as geraniol, citral, citronellol, etc., occurs in tautomeric forms.

While the research mentioned above may not be absolutely conclusive and the results not definitely proven, it appears that natural citronellols as found in essential oils and unchanged by chemical action, consist in their original forms almost completely or to a very large extent, of the terpinolene form. Natural citronellols isolated with

(Continued on page 98)



SOME FAIL BECAUSE OF PRICE

With the advent of the New Year plans for new items begin to bud everywhere in the toilet goods industry. Some of these new items will be sensational successes, spreading like wildfire through stores from coast to coast, and bringing to their sponsors substantial returns in increased popularity and profits. Others will take their place in the line, bringing in some business regularly, bolstering sales from day to day, but never quite attaining sensationalism. Still others of these new items, carefully designed and prayerfully launched, will either sink immediately with a hollow gurgle, or will return later in the year, laden with dust from uninterrupted sojourn on dealers' shelves.

It is with a study of this latter classification that we will do well to concern ourselves at this time of year. Most of these boomerang items bear somewhere, either in themselves or in the history of their launching, the mark of Cain. Let's look over a few duds of 1935 with an eye for the mark that brought them low.

First and foremost, in any company of failure items in the toilet goods business, are those items that are priced outside of the range in which they should be classified. We've all heard of the Irishman who, on being charged three dollars and fifty cents for an order of corned beef and cabbage at a New York hotel, exclaimed, "Sure, a man can't lift three dollars and fifty cents worth of corned beef and cabbage."

Now the steer from which that beef had been carved and corned might have been the most contented of bovines, and the cabbage might have bloomed in an Oriental garden, but the cold fact is

that corned beef and cabbage, as a dish, is ordinarily listed in a price classification considerably below three dollars and a half.

All merchandise today, whether food or clothing or toilet articles, is quite likely to be regarded by that portion of the populace most directly concerned as falling into certain definite price classifications. The public is bringing a canniness to its purchasing that may conceivably be just a little overdone. But it is there, and it must be taken into consideration.

A cologne may be concentrated to a degree considerably beyond that of similar articles in competing lines, it may be contained in an exquisitely turned flacon, packaged, in turn, in a box strikingly unusual; but if dressing up this cologne has made necessary its classification in a price range above the usual run of colognes, it is flirting with Davy Jones.

A lipstick may be ever so smooth and indelible and encased in genuine gold, but at two dollars and a half it is far enough above the accepted price range of lipsticks to make its continued success debatable.

Package the finest face powder that was ever blown, in a box so rare that it is necessary to price the completed unit at five dollars, and you're getting your receiving room ready to take back some merchandise — if your salesmen sell very many of the item.

Some of all three of these items will sell, of course — if your line is of any

importance. Some of your dealers will buy anything you bring out. And in the nature of things some of these dealers will, in turn, sell some of their customers. But this *some* business isn't interesting either to manufacturers or to dealers. The manufacturer remembers that the primary costs of a new number must be included in the price at which that number is to sell. Unless it will sell in so large a volume that those primary costs become only a small proportion of the total cost of the finished article, the new number had better not be added at all. If the facts are faced squarely and the admission made right at the beginning that the new number is a questionable entity, so heavy a portion of the primary costs must be placed on the first pieces put on the market that the new number is classified automatically in a price range above its potentiality, and so is foredoomed before there can be any question of actual merit.

The dealer looks with coolness upon a number which he regards as overpriced for its type. He'll buy some, of course, if the line is well known, but he is not enthusiastic about a number that increases his inventory without doing the same for his turnover, and after a couple of seasons have left their telltale marks on the package he is quite likely to do something about relieving his inventory, either through appeal to the manufacturer or a price cut. Why should he push that particular cologne, or lipstick, or face powder, he argues,

A STUDY OF DUDS

by DONALD S. COWLING

when right there in his stock, capable of being sold with considerably less effort, are colognes, lipsticks and face powders in the accepted price range of such commodities? The line of least resistance is an extremely important factor in retail merchandising of toilet articles. The easier a manufacturer makes the sale of his product for the salesgirl, the more likely he is to find his business running into volume. And paramount in such procedure is the practice of pricing each of his products in the range generally accepted for products of that type.



GADGETS PLEASE A MAN

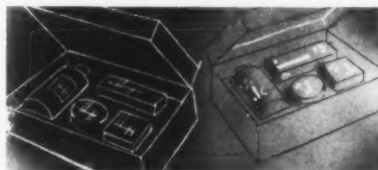
Standing sullenly on the toilet goods department shelves after Christmas will be found many "gadgets." Compacts with a watch so set as to collect into its works every speck of face powder that leaks out of the compartment; compacts with triggers and catches that release, when properly worked, powder drawers or a lipstick to pop out like a Jack-in-the-box; cute little boxes that hold this or that and are designed to hold something or other after this and that is used up—these, and others of their ilk, are gadgets.

Women are essentially simple minded—about mechanical things. A man may be amused and enthralled by the complex mechanisms of a gadget, but his wife isn't. Can you imagine women, for instance, staging contests on which money is wagered to determine whose cigarette lighter will ignite the most times? When we examine the many trick items that may always be found on the January clearance tables we vision the delighted craftsmen who designed them glowing with pride as they thumb the jiggers that make the completed articles work, or enthusiastically clicking a trick drawer in or out, or rolling something up or pulling something down—but it is always the happy craftsmen whom we picture amusing themselves. Some of these trick items are bought, of course—mostly by men, whose interest is engaged by the mechanical features of the gadget, and who never stop to think that the feminine person for whom the

purchase is made might not get half the thrill out of working it. And his type of purchasing places the gadget firmly into the "some" classification, which is a class not profitable for either manufacturer or retailer. No matter how cute a gadget may seem to you when you are looking over the model, think—before you commit yourself to expenditures for dies, molds, etc.—"Is it the cleverness revealed in the mechanical feature of that article that endears it to me? Can I be positive that this contraption which should revolutionize the toilet goods industry is not actually a gadget?"

Try that wonderful new idea out on your stenographer, or maid, and even your wife, who by now is probably used to being regarded as the dog. Don't show these females, with delight, how cleverly the thing works. Hand it to them, and then, humming nonchalantly, turn your back and gaze out the window. If immediately you hear behind your indifferent back an excited gasp, a pleased ejaculation, and a request for price, in that order, rejoice, for a miracle is at hand. You have an article that is new, that is interesting, and that women can get the hang of.

The chances are that your expenditures for dies and molds will be well invested, but be sure that the miracle has actually taken place before you go ahead.



COMBINATIONS GOOD AND BAD

Third among toilet articles that fail, and for the purpose of this article, last, are combination packages. Not *all* combination packages, let me hasten to add, and by combination packages I don't mean either those boxes containing several different items known as "sets." Christmas sets we have always had with us, and probably we always will, although there isn't the same widespread attention given them of late as there used to be.

There was a time when Christmas sets were something to write home about. Boxes of precious woods, daintily carved—boxes of leather, of silk—nothing was too good for Christmas sets. But then merchants began to rebel at carrying over such expensive items

from one Christmas to another, and manufacturers rebelled in their turn at being asked to take back so much costly merchandise after store inventory. So while sets are still very much in evidence on toilet goods counters at holiday time, they are much more likely to be made up of staple articles and packed in boxes that may be discarded without too much expense.

The combination packages that are most likely to be left on the shelf with the items that are priced out of their range, and the "gadgets," are those packages which have been filled and presented for sale without any very clear idea of just what purpose they are designed for.

The combination packages put out by the treatment houses containing material for a complete salon treatment at home are at the top of the scale, the packages put out by Tom, Dick and Harry containing a flacon of perfume, a box of face powder and a lipstick, are at the bottom. Unless a manufacturer has pretty complete assortments of his face powders, for instance, in all the stores to which he is going to offer the combination packages, he is running a good chance of loading his dealers with dead stock. Not many women are likely to purchase, as a gift for another woman, a box containing face powder or lipstick or even a flacon of perfume. How does she know what shade of powder or lipstick Betty uses? And while she knows that she likes Shalimar and Bellodgia and Indiscret, she might not care at all for the perfume in this particular package.

If, however, a manufacturer knows that his dealers' stocks of face powders and lipsticks are complete in all shades and colors, and he has packed in his combination boxes staple items interchangeable with those in the dealers' regular stock, he has taken a long stride toward making the sale of his combination packages an assured thing.

It all comes back to the factor we mentioned a few lines earlier—to make the sale as simple as possible. On the face of it, combination packages would seem to bring such a desirable condition closer. But the complications outweigh the desirability of combining three or four sales into one. For convenience, for trial sets, for last minute makeups, women may hastily snatch up a combination box of unknown items, but only if it be priced at a figure that isn't likely to make a recognizable profit for either manufacturer or dealer. Combination packages of

that type are better left for the ten-cent stores, anyway.

Unless a combination package is made up of standard items, interchangeable with other items of the same type already in the dealers' stocks, or is a combination of variations on a single article, it is likely to veer sharply toward the "some will be sold" classification, and in the long run will not justify the expense incurred in its launching.

Just a word here may not be amiss about combination packages made up of variations on a single article. There is a strong and growing trend on the part of manufacturers to present what may be termed "multiple unit packages" in contradistinction to packages that are actually combinations of several different articles.

These multiple unit packages take the form of interestingly designed boxes presenting three or four per-

fumes; as many as six different shades of face powder; or an assortment of lipsticks—for daytime, evening, sport or formal wear, etc., etc. Too much cannot be said in favor of these packages. Not only will women derive more pleasure and gratification from their interest in accessories of the toilette as they become acquainted with the virtues of using more than one perfume, or one shade of face powder, or one color lipstick, but manufacturers and importers will be building soundly for a steady and substantial increase in business.

There is one consolation always present at the demise of every toilet goods dud. Each, in sinking, exhibits somewhere, somehow, the thing that made it what it was. The study of failures may, in retrospect, provide just the idea that will zoom the next new item to success in a rousing fanfare of acclaim, and orders.

olive or almond oil, 50 to 100 grams; female sexual hormones, 2 grams; mammary extract, 3 grams and sodium chloraseptate, 0.5 gram. Results are not noticed for several weeks after use.

The composition and manufacture of skin whitening preparations are given in an article by H. S. Redgrove (*Mfg. Chemist*, 6, 287, 1935). The author particularly stresses the danger of liquid powders containing soluble substances which crystallize out in the pores. These are usually based on the ingredient antipyrine. A formula of such a product is given, but the author quotes Cerbelaud's warning that such preparations may cause skin erythema, urticaria and other dangerous manifestations.

G. Gignoux (*Parfumerie Moderne*, 29, 235, 1935) reviews the uses of colloidal kaolin. Principal uses and formulas for products are given.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

DR. RUDOLF WILLE (*Seifensieder Ztg.*, 39, 802, 1935) states that after working with or cleaning machinery, soap and water, in general, will not suffice, observing that solvents such as benzine, etc., tend to dry and harm the skin. Reference to mixtures of soap, oils and coal tar products for cleansers is made. He gives a description of a rather novel method of preparing pieces of felt or leather with a solvent containing soap. These pieces to be used as a cleaner for the hands on occasions where water is not available.

Dr. Hagen, writing about acid creams (*Riechstoff Ind. und Kosmetik*, 10, 131, 1935), tells about the use of fatty alcohols as bases for such cosmetics. The use of acid creams as hair preparations, shaving creams, detergent creams, vanishing creams, lemon creams and cold cream are stressed. The main advantage, the author claims,

is that products with an acid reaction made with fatty alcohols as bases give protection to the skin as well as a nice matt-effect which is so desirable.

A little known essential oil is described by A. Burger (*Riechstoff Ind. und Kosmetik*, 10, 139, 1935). It is Pe-Mou-oil, sometimes known as Siam wood oil. Pe-Mou oil is as good a fixative as guaiac wood oil, and is useful in all perfumery compounds. It has particular use in soaps. Physical and chemical criterions are given from several earlier writings.

H. Truttwin (*Riechstoff Ind. Kosmetik*, 10, 101, 1935) discusses the pharmacological and toxicological viewpoints of cosmetology. The action of sulphur, water, metallic soaps, iodine, sulphur, peroxide, formaldehyde, glycerine, alcohol and other cosmetic ingredients is given. The article contains a great many references.

An anonymous article (*Chemist & Druggist*, 123, 354, 1935) describes the formulation and uses of hormone creams. The following formula is given—Triethanolamine stearate, 175 grams; glycerine, 50 to 100 grams;

J. Feytaud and P. de Lapparent, *Parfumerie Moderne*, 29, 8, 343, 1935, make an extensive report on the utilization of products of the pine. The authors discuss terpineol, pine oil, rosin and other standard pine products and make recommendations regarding their use, not only in perfumery and soaps, but for other industrial purposes.

Grape Seed Oil as a new cosmetic ingredient is discussed in *Mfg. Chemist*, 6, 302, 1935. According to an earlier investigation by Paris, Carriere and Brunet, the oil is a mixture of the glycerides of oleic, linoleic, erucic, palmitic and stearic acids. The oil is of a pale yellow color and pleasing odour. It has the following constants: Sp. gr., 0.9208 to 0.9220; refractive index, 1.4720 to 1.4702; saponification value, 188 to 193; acid value, 1.2; iodine value, 131 to 134; saturated acids, 7.17 to 8.4 per cent and unsaturated acids, 85.41 per cent.

R. Fornet (*Der Parfumeur* 30, 615, 1935) writes in some detail regarding the preparation and application of several esters of anisic alcohol. Among those mentioned are the acetate, formate, propionate, isobutyrate and valerianate. The applications for these aromatics are, as expected, in the field of perfumery.

DRUG LAW REVISION IMPROBABLE

By C. W. B. HURD

WASHINGTON, Jan. 9.—There is not in the Congress at this date a single member who would risk his word on a prediction about food and drug legislation, but from private conversations it seems a safe guess that nothing along that line will be done.

In fact, the current session promises to be one that will leave all business alone, since the President and his leaders have given assurances that no new taxes are to be enacted and there have been almost equally definite assurances that legislation looking toward further regulation of business is out of the proverbial window.

It is true that the President, while at Warm Springs, Ga., for the Thanksgiving holidays, told newspapers through his aides that new food and drug legislation might be considered on the possible list of legislation for this session of Congress. But subsequent events served to push any legislation heretofore considered as possible into a remote category.

AAA Decision Complicates Matter

That is due primarily to the Supreme Court decision invalidating the Agriculture Adjustment Administration and other forthcoming decisions expected to make sharp inroads into other phases of the New Deal.

The decision rendered, and others expected to follow the pattern of the first, create in themselves a possible bulk of work for Congress large enough to occupy all the time legislators are willing to spend in Washington in a campaign year, when that work is superimposed on such necessary activities as those involved in

voting necessary regular and relief appropriations.

There is every indication that the session will be longer than was expected, at best, and some more responsible leaders expect it to last almost until the eve of the national conventions, which will be held in late Spring.

One of the deciding factors in this feature of Congress will be the size and type of relief program that Mr. Roosevelt will submit to Congress for the next fiscal year, in accordance with his statement in the Budget Message that he would make such proposals at a later date.

Attempts to revise the food and drug laws, which have been going on for several years and which seemed almost at the stage of legislative enactment several times within the past two years, have been frustrated time and again by the divergence of views among persons with a stake in such legislation.

Controversy Over Advertising

The advertising features of the proposed laws, some of which would have laid full responsibility for the truth of statements on

publishers of advertising media, have been a strong bone of contention, while manufacturers have fought various features of the planned regulations which would have made the Department of Agriculture virtual arbiter over the labeling and merchandising not only of foods and drugs but cosmetics as well.

The consensus among the industry, as reflected in the numerous hearings held on the proposed bills, has been that more definite regulation of sales and advertising would be beneficial in controlling the very small minority of unethical manufacturers and distributors, but that Federal officials should not be given too wide discretion.

The work of the Federal Trade Commission in stopping misbranding and the publishing of misleading advertising has been highly commended in business circles, and the hope expressed that whatever new legislation specifically relating to food and drugs might be passed should conform generally to the authority now wielded by the commission.

Against this constructive and cooperative attitude has been ranged the stubborn resistance of a group of



Administration Seems To Have Dropped Measure after Early Show of Interest

officials and member of Congress, who have claimed that more drastic regulation is required—particularly in the cosmetics field. These men have termed the proposals for moderation “emasculatation” of food and drug legislation.

Opponents in Both Camps

Thus obstructive tactics by spokesmen for both sides have created an impasse for which there is little chance of solution in the heated and questioning atmosphere of a Congress that not only is torn by divergent political views on questions of national welfare, but in the nature of things becomes a political forum in election years.

While there is a promise that taxes will not be increased, it is probable that there will be tax legislation which,

after several years otherwise, will work for the benefit of business rather than to its cost.

Proposals have been put forward with Administration approval to revise the corporation taxes to correct inequities in these taxes. Most important is a plan to repeal taxes on dividends paid by one corporation to another, where these dividends are destined for eventual distribution.

Your correspondent regrets that this sketchy picture of the current session of Congress must suffice, instead of a definite indication of trends, but the daily newspapers each day show the indecision and questions that have plagued the first week. Until that condition is clarified, no definite indication can be given of the tenor of the Senate and House.

business. There is a big headache coming out of this sooner or later. The sooner it comes the less severe it seems likely to be. Business can be done on consignment and quite profitably, too, but not, it seems to us, in quite the way it is catching on in this industry.

🏮 This observation tower watched the career of the late lamented Drug Institute with a great deal of interest. If we had been in existence in the early days, we might now be in the ungrateful position of saying, “We told you so.” It is too bad, but from the start, there was nothing else for it. You cannot bring them all together, and especially not when so many mistakes of policy followed each other in rapid succession. A bouquet to Wheeler Sammons is in order. He walked gracefully over the eggs for longer than we had thought possible. But not even so diplomatic a soul could do it indefinitely. Under different conditions, a “Drug Institute” could be a wonderful thing. Alas that conditions are not different!

🏮 Good direct mail, as we have remarked on other occasions, is pretty rare in the toilet preparations industry. Probably the broadcasters do the best job, but a very good recent one is by the American Newspaper Publishers Association. This “proves” that newspaper coverage is better than magazine coverage in fifteen leading cities. It is a good story, although, like most promotional pieces, it conveniently skips facts or statements which might tend to upset the obvious conclusion. Our own modest opinion is that any *good* advertising is good and that attempts to compare media, even by some of our expert friends among the agencies, are worse than wasted time. They remind us of the ancient wheeze anent the elephant and the can of tomatoes.

🏮 When we undertook to prepare these often too casual observations once each month, the Editor assured us that it would be easy because we would be literally buried with contributions to the department. Alas! the Editor has received the letters and makes use of them himself. We should like each of our three readers to write us once in a while, even unpleasantly. We'll turn over the pleasant letters to the Editor and reserve the others for use or comment.

FEEGIFT PATCHIN

The American Perfumer



🏮 This department has been much interested in the two views expressed by “Anonymous” and Mr. Brooks regarding the activities of the industry along cooperative lines, but even more in what other members of the industry are saying about it. From our lofty cavern, it appears that these complained of trade practices are getting rapidly no better. But it is also true that present cooperative efforts are better than none, which might be the result if the idealists or enthusiasts started something. Long ago we learned to stay out of family scraps, so we shall merely extend our best wishes to both sides, content in this single instance to report what happens without intruding our own very definite ideas.

🏮 Recently, this observer was invited to attend a little family party and conference of one of the really worthwhile companies in this field. The comptroller, a rather austere gentleman, was complaining bitterly of the fact that at least ten employees would be added to the payroll because of the new Social Security legislation. To which, a vice-president, one of the key men of the organization, remarked

“Good! I wish it were a hundred, and that everyone else had to do the same thing!” Shocked silence! And then they turned to other subjects. This certainly will be an interesting year to those of us who can find time to watch it.

🏮 A few of the cut-raters seem to be getting a wonderful break in the matter of manufacturers’ demonstrations. Perhaps the height of something or other is reached when a demonstrator or at least a PM girl for one of the best maintained lines is found in one of the most notorious downtown New York cut rate drug stores. Don’t ask for names. We are not telling. But there she is, and if you look for her, you will find her. Is it any wonder that we don’t have much luck maintaining prices by law or without it?

🏮 The usual headaches about the disposal of holiday merchandise in the post holiday period are not expected to be quite as acute this year as usual. However, this looker-on wonders a little when he views, without personal alarm but with some misgivings, the growth of the consignment

REVIEWS OF TECHNICAL BOOKS

□ UNITED STATES PHARMACOPOEIA, *Eleventh Decennial Revision*, Mack Printing Co., Easton, Pa. Price, \$5.00.

A careful check of the essential oil monographs of the new U.S.P. XI discloses numerous changes, some of which represent material improvement over the provisions of the U.S.P. X, while some seem to indicate a lowering of standards which seems out of keeping with the independent and authoritative character which this work should possess. A review of these provisions in detail must necessarily be long and accordingly this reviewer will in general set down the changes, commenting only when provisions of really marked significance appear.

As general statements, the following will suffice. The U.S.P. XI in defining each essential oil, specifies distillation with *steam*. This provision appears infrequently in U.S.P. X. It has little significance. Under methods of preservation, the new book specifies *amber* bottles, while no color was mentioned in U.S.P. X. This might have been improved still further by specifying *green* in many instances. In addition, it would undoubtedly have improved the work if, under methods of preservation, *dried* oils had been specified and an inert atmosphere, such as nitrogen or carbon dioxide. Only this way can oxidation be entirely prevented with consequent deterioration of many oils. We turn to the various monographs:

Anise: Lower limit of refractive index raised from 1.5440 in X to 1.5530 in XI.

Orange: New procedure for determination of solids which is a marked improvement over X.

Cade, Cajeput and Caraway: Included in X, but deleted from XI.

Clove: Limit of optical rotation raised from $-1^{\circ} 10'$ in X to $-1^{\circ} 30'$ in XI. In the assay normal potassium hydroxide solution is specified instead of the old test solution prescribed in X, a change which makes for much greater accuracy.

Chenopodium: X required a content of not less than 65 per cent ascaridol. In XI the requirement has been altered to specify not less than 60 per cent and not more than 80 per cent of acetic acid soluble fraction. The specific gravity has been lowered from .955 in X

to .950 in XI and the upper limit of refractive index has been raised from 1.4770 to 1.4790. All of these changes relax the standard and make adulteration somewhat easier. In the assay, the faulty method in U.S.P. X has been perpetuated in U.S.P. XI since it is not directed to mix the contents of the flask after the final addition of acetic acid. This omission has given rise to controversies in the past and may be expected to in the future.

Cinnamon: X specified rectification by *steam* distillation while XI does not specify any method of distillation. The refractive index has been corrected by making the upper limit 1.6135 against 1.6060 in X. The assay method is a decided improvement over X. The change from a 5 per cent solution of sodium bisulfite to one of 25 per cent makes the assay possible when carried out according to directions. With a 5 per cent solution, bulk made it impossible.

Coriander: U.S.P. XI makes the maximum rotation $+15^{\circ}$ as against $+13^{\circ}$ in X. In XI the refractive index is from 1.462 to 1.472. In X it is 1.463 to 1.476. Connotations are obvious.

Eucalyptus: Solubility has been raised to 5 volumes of 70 per cent alcohol against 4 volumes in X. Requirement for optical rotation has been omitted from XI. The spread of refractive index has been broadened to 1.4580 to 1.4700 in XI, from 1.4600 to 1.4690 in X. The test for phellandrene, however, has been improved.

Juniper: The lower limit of refractive index has been dropped from 1.479 in X to 1.478 in XI.

Lavender: Solubility has been raised to 4 volumes of 70 per cent alcohol against 3 volumes in X. The spread of the refractive index has been materially increased, 1.4590 to 1.4700 in XI against 1.4600 to 1.4640 in X. These changes permit oils not heretofore classified as U.S.P. to come under the pharmacopoeial provisions. It is further to be regretted that the only test for foreign esters is that for acetins which are wholly outmoded as adulterants. A general test for esters of difficultly volatile acids could readily have been included which would have determined adulteration in the more modern manner. This is essentially a

weakening of the U.S.P. requirements.

Lemon: The definition has been broadened materially to include the California oils. The aldehyde requirement has been omitted and the color requirement broadened to include *deep yellow*. The new constants are:

U.S.P. XI

Specific Gravity... .849 to .855
Refractive index... 1.4742 to 1.4755
Optical rotation... $+57^{\circ}$ to $+65.6^{\circ}$

U.S.P. X

Specific Gravity... .851 to .855
Refractive index... 1.4744 to 1.4755
Optical rotation... $+57^{\circ}$ to $+64^{\circ}$

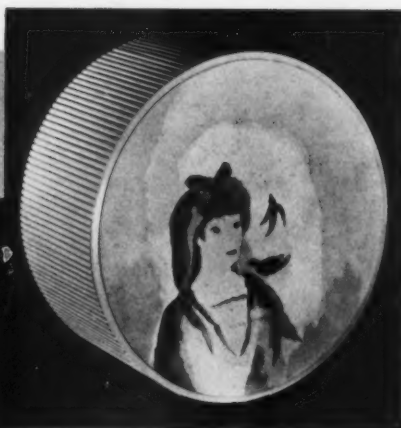
The differential refractive index in XI has been lowered to not less than .0100 and not greater than .0027 against .0020 and not greater than .0027, lower than that of the original oil. Because the aldehyde requirement has been dropped, assay has also been omitted. All of these relaxations of requirements have been made to admit the California oils. In so doing, the standards for imported oils have been materially lowered and oil may now be used which would in no wise have passed the requirements of the U.S.P. X. We are pleased at the inclusion of California oil in the U.S.P., but could not the same thing have been accomplished by separate monographs so that inferior foreign oils would not be able to compete in the market with high quality but different oils of domestic origin?

Peppermint: The lower limit of optical rotation has been dropped to -18° from -23° in X and the upper limit to -32° from -33° in X. A test for *mentha arvensis* reappears after exclusion from X.

Spearmint: Limit on carvone increased to 50 per cent in XI from 43 per cent in X. Optical rotation changed from -38° to -56° in X to -48° to -59° in XI, a very material improvement. The assay method, essentially the same as that for cinnamon, calls for 30 per cent sodium bisulfite solution for neutralization. In the interests of uniformity, it would seem that this could have been made 25 per cent. However, it is better than the 5 per cent solution required in X, which made the method impossible.

Nutmeg: Optical rotation $+10^{\circ}$ to $+30^{\circ}$ in XI against $+12^{\circ}$ to $+30^{\circ}$ in X, by no means an improvement. Refractive index 1.4740 to 1.4880 in XI against 1.4780 to 1.4895 in X which is an improvement.

Pinus Pumilionis: Solubility in
(Continued on page 99)



New Products

SPECIAL RECOGNITION: Helena Rubenstein has lived up to her reputation of art patron introducing two original Marie Laurencin paintings on de luxe packages. One can either enjoy them on the box covers or remove and frame them for wall decor. It just goes to prove that real art—Art with a capital A—belongs in cosmetics as well as in museums and galleries. The package shown illustrates "Marie" on the closed box and "Emmeline" on the open box. Both need color reproduction to do them justice. The box is of pale blue, corrugated plastic with a cork base. Note the amusing cover lining with the intriguing pen scratches in a neo-floral design! Face powder box is uniform with the outer box. All essentials for makeup are included. The "Water Lily"

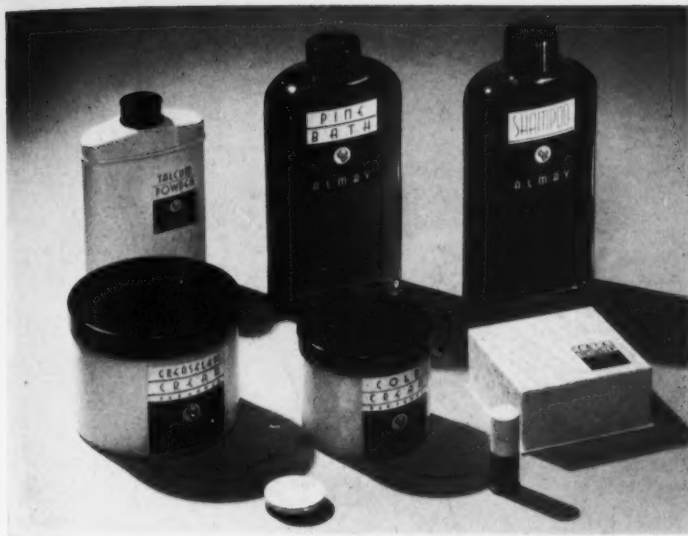
1. **ARDEN:** Elizabeth Arden answers more makeup needs with two blending brushes. The large one for powder, and the small for rouge. Bases are blue, red or black, and the brushes feel like sable for they are very soft, very efficient and very professional looking. Boxed in shiny black with a label in pink, gold and black lettering. Blue Grass—the darling of the moment—is joined on the counter by its younger sister, Blue Grass Eau de Toilette, in a handsome bottle cut in reversed facets. The oval label in gold and black sets in an indentation, and the bottle is decorated with a pale gold cord and tassels about the neck. Extremely well proportioned and aristocratic looking.

2. **DELETTREZ:** Here's a sensible com-

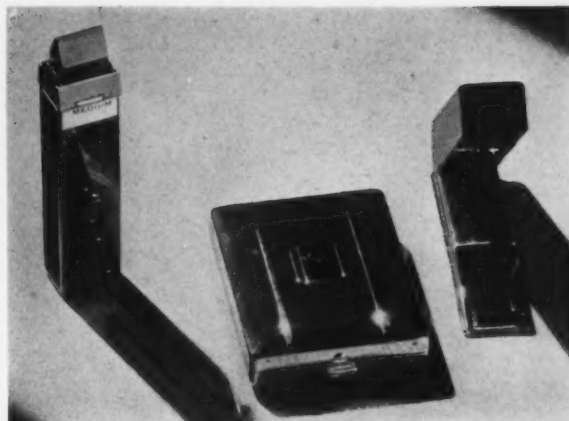
BY RUTH HOOPER LARISSON

pact traveling kit to fit in any suitcase. The illustration shows it open and closed, its mirror top and assortment of all needed products.

3. **PENN DRUG:** Something really worth while was accomplished when a round stock bottle and plain black plastic cap were selected as the basis of a really swell package. The pine tree front label, the strip-around Joan Miller label, both in black, gold and white, as well as a small but legible copper and black direction label on the back, were all well suited to each other and the package as a whole. Then came the finishing touch! Two diminutive pine cones were gilded and wired around the neck of the bottle. All this against the background of the deep blue-green of the pine bath oil makes a most attractive color scheme and a package worthy the effort and study of an original bottle and cap mould. Let's have more stock-bottle packages with as much charm and smartness as this one!



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7 & 8



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And packages

4. . SCHIEFFELIN & CO.: The non-allergic products of Almay Pharmaceutical Corp. (distributed by Schieffelin) and the advertising and publicity have passed the censorship of the A.M.A. and the advertising accepted. (That's always news.) Two booklets, one for the layman and one for the doctor or those concerned with the technical end of things, give a straightforward and intensely convincing story of the line. Incidentally, there are no liquids but a variety of creams, such as greaseless and superfatted, for excessively oily skins and normal skins respectively, but admittedly soap creams with directions for immediately washing off. Hand cream, talcum powder, lipstick, rouge, face powder, shampoo, pine bath essence, and odor neutralizer. "Parasol," a product which prevents burn and promotes tan, is non-

greasy, lotion form and can be used under makeup. A warning that the tannic acid content may stain light clothes if it comes in contact before it dries thoroughly is a sensible and helpful hint to the consumer. Creams can also be had without perfume, although bouquets used are carefully selected for their non-allergic ingredients. Packages are not as outstanding or original as the promotion and literature. Jars are Hazel Atlas squat with black metal caps, labels fancifully lettered. Black dominates more than I would like to see. Bottles are delightfully shaped and proportioned and closed with plastic caps. Talcum can in white and black I like very much. The square powder box is covered in a fancy white decorative paper with a uniform label, and the rouge and lipstick cases are black and white.

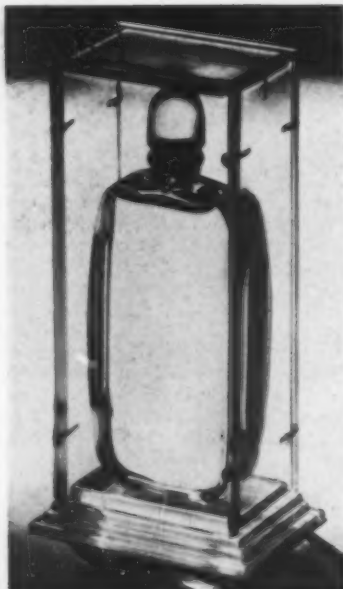
5. . AYER: "Costume-color" vanities, single and double, and matched lipsticks come in a wide variety of the season's important colors. The automatic lipstick is a truly one-handed affair with an amusing red bead which, when pushed upwards, releases the double-door cap and raises the stick for use. Another nice makeup item is the "Purmasque" (mascara), which is about the shape and size of the lipstick case, but has a separate compartment for the application brush. A generous range of product colors in all three gives adequate room for selection. These cases are finely made, moderately priced and should be extremely popular, especially the "Purmasque."

6. . QUINLAN: "Flowers of Rain" cologne seems to be a more serviceable than decorative package. Well-proportioned bottle and chrome-finished cap with sprinkler outlet beneath. Label is black and medium dull silver.

7. & 8. . NAIL POLISHES: Superior Products Co. has a series of twelve shades under the trade name of "Sue Pree" in sturdy bottles with a base broader than the shoulder, capped in green "Plaskon." Products have a trifle too much of the "early American nail



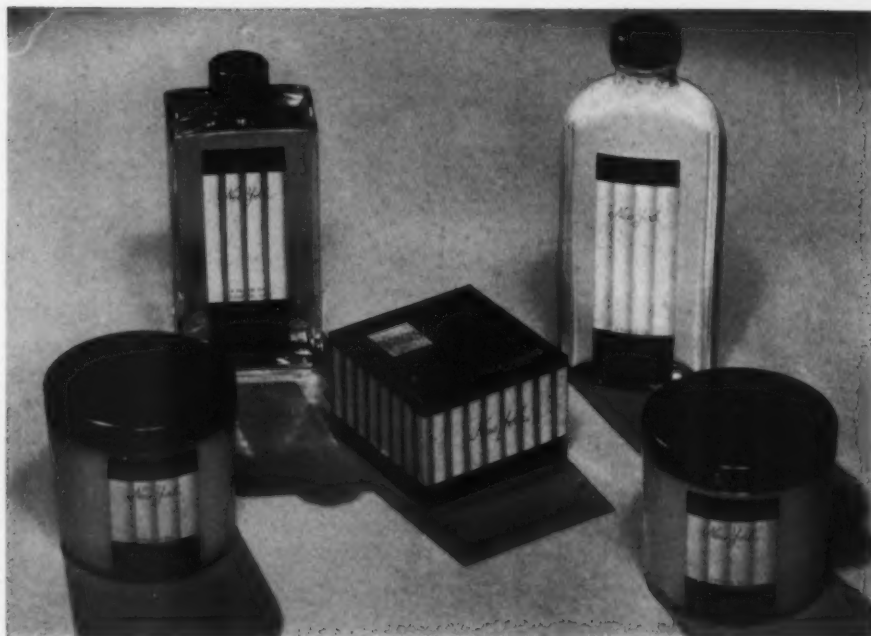
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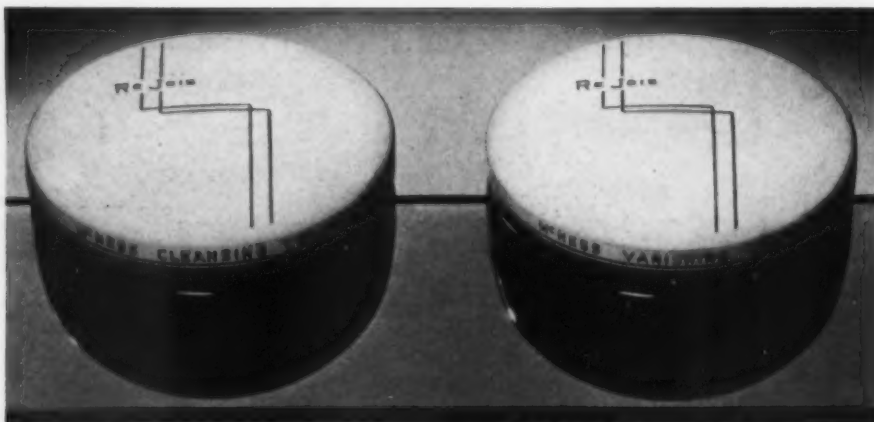
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polish" odor for the present sophisticated nail polish consumer. Labels are green, black and white.

Revlon Nail Enamel Corp., New York, has added two new shades—"Riviera" and "Cubana." Packages are blue and silver with dark blue plastic caps. The polish is especially good and lasting and in the new inter-



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esting shades ("human" shades, I might say), for they are far less artificial, though dark, than shades were formerly. Cream polish remover is packed in a blue-and-white tube with blue plastic cap.

9. **PONDS:** "Cream Lotion" is a pearly type vanishing cream in liquid form. Nicely shaped bottle decorated with a green-and-white label matching the green of the metal screw cap. It may turn out to be real competition for other hand lotions, for it's the non-sticky, rub-it-in-and-disappears kind.

10. **MARY CHESS:** Here's a new package and a new-old odor in perfume. The slender, nicely shaped bottle bears a raised oval on each narrow side where a small, transparent cellulose label, printed in white, carries the name "Mary Chess" and "Heliotrope." I regret to say the bottle is not at all steady on its base. The interesting outer package is a transparent plastic (I suggested this type of packaging in *THE PERFUMER* in December, 1933). The sides are held together with tiny metal screws. I miss a label on the face of the bottle and some sort of a little fillip of decoration to add sparkle. The odor, which, by the way, certainly deserves popularity along with other flourishing florals, is heliotrope. It's a very satisfying heliotrope, too, and worthy of package improvement.

11. **WATKINS:** A noble job of repackaging. Vanishing and cold cream are in private mould jars with the shoulder diameter slightly more than the base. Maroon metal caps meet the shoulder precisely and match the two borders of maroon on the label. Otherwise the label is gold, white and a bit of gray in perpendicular lines. Very, very nice. The square powder box conforms with the jars in decoration. "Lilac Water," in an oblong bottle, is capped in black plastic, but the label begs for the same maroon as the jar caps. "Wisteria Cream" is in a less modern type of bottle with black cap.

12. **FURST-McNESS:** The "Re Jois" line of Furst-McNess Co. has been repackaged in more modern design. Jars of shining black glass are topped with metal labels in ivory with the trade-mark and decorative lines in red. A novel feature is the placing of product names on the rim of the closures. There is no product name on the jar, even on the bottom label, which conceivably might cause confusion.

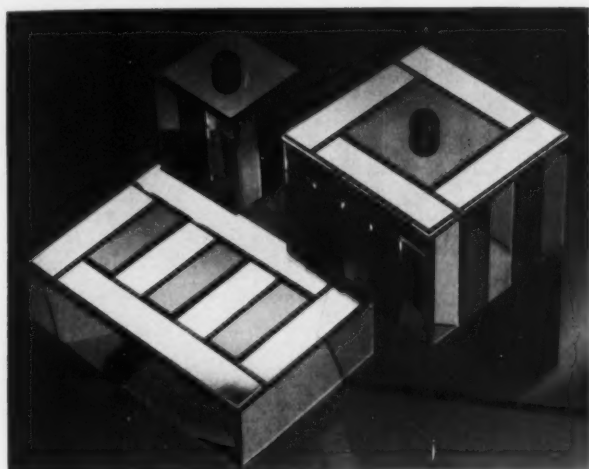
13. **ELMO:** Two attractive new items have been added to this popular-priced line. A vanity and lipstick combination in a pearly blue box. The lipstick comes in a rather large, heavy, metal case with alternate silver



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and blue bands, while the silver finish is in a chased design. The two blue bands on the ivory-colored compact are edged in the chased silver finish. This compact is particularly attractive and will no doubt remain a popular number long after the holiday season is over. Dusting powder is in a companion pearl-green box with a nice velours puff protected by transparent cellulose. The base of the paper box is raised by three metal legs from the surface on which it stands, thus protecting it if inadvertently set down on a wet bathtub ledge. This is a nice improvement.

14. . **FOREIGN:** Maw of London is spotlighting its general pharmaceutical lines with interesting new packages. The eye lotion

package, for instance, comes in an attractive silver-and-blue box, round bottle finished in a blue plastic cap and a pretty's girl's photograph for the label. A strong "you just know she uses it" appeal. In the same box is a blue earthenware eye bath, transparent cellulose wrapped. The general impression of a package like this is confidence-inspiring and well worthy of customer attention. I hope we may have other interesting foreign packages for review.

15. . **MARCELL:** Delightful, wooden, mirror-covered boxes, in plain glass and green, blue or gold, promise all kinds of secondary uses. This is the kind of a gift women like to give themselves all year 'round. The square one holds bath powder; the tall square holds

manicure gadgets, and the flat oblong contains a drawer of water softener crystals. The company claims it has overcome the one-time difficulty of mirrors becoming detached, for it has developed a new adhesive that's 100 per cent perfect. Well designed and handsome boxes, these, which should stimulate the imaginations of other progressive manufacturers.

16. . **YARDLEY:** Bath dusting powder is in a new and lovely metal box in cream and gold, with a delightful criss-cross design in addition to the famous trade-marks, and wrapped in transparent cellulose. The velours puff inside is also transparent-cellulose wrapped, and, of course, the powder is scented with the famous "Old English Lavender." Accompanying it is the amusing unpainted, wooden drum of "Lavendomeal" nicely labeled. The product serves a worthy purpose in perfuming and softening the bath water, and the wooden drum is most appropriate. The use of wood by this and other companies is increasing, much to my satisfaction.

17. . **HASKINS BROTHERS:** Grocery and chain stores are the distributors for this recently remolded and redesigned soap. "Bathe with Trilby" sounds very provocative and is the new slogan. The tablet of soap is pleasantly scented with a "soapy" clean odor, and irregular-colored cubes of soap have been embedded in the pink cake, giving it an individual appearance.

by FRANCES T. ROWE



SELLING MORE FACE POWDERS

Should Be Easy if Labeling Were Better and Identification Easier

DO manufacturers deliberately try to package and label face powders so as to make them as hard as possible for the clerk to sell and the customer to buy?

It sometimes seems so. For though manufacturers have given much attention to the shape, color and design of boxes, they remain surprisingly negligent toward other matters that influence the sale of their products.

They realize, for instance, that shades today are of great importance, but they seem to think that the way shade names are indicated on boxes is of no importance whatever. Look at 100 powder boxes and you will hardly find six on which the shade name is easy to locate and easy to read.

As shipped by the manufacturer, a powder box is usually packed in a pasteboard carton, on the tape of which the shade is fairly clearly marked. Yet

what happens in the store? These cartons are seldom pretty (*never* so pretty as the boxes) and are always bulky. So for display and space reasons they are generally discarded in the store.

When the customer has made her selection, the department store sends out her choice in a fresh package which is still in its outer container. Drug stores, delivering the package over the counter, and having less shelf room, have often thrown away all outer cartons, and hand over the identical box the customer has selected. Either way, the boxes on the shelf, which the clerk brings out for the customer to see, have almost always had these outer cartons removed.

Now few stores have enough shelf room so that the various shades, or even the most popular shades, of each line can be grouped separately. In fact, there are many stores, doing a

nice volume of business on powders, where there isn't room to separate the lines, and you will find "Lady Esther" stacked on "Primrose House," and "Lentheric" on "Coty." But even where lines are separate from each other, all shades of each line are likely to be jumbled together: tan may be on top of rachel or dark brunette behind naturelle.

With the shades of each line jumbled together it is seldom the clerk can remember just where each shade is so that she can put her hands on it instantly. Few powder shades are labelled on the top or the side of the package. This means the clerk has to take box after box off the shelf, turn it upside down, and read the bottom label, to know whether the box she has contains the shade the customer wants.

This is nuisance enough. But as if it weren't, each manufacturer has his own ruggedly individualistic idea about where and how to indicate powder shade. Some shades are marked at the top of this label, some at the bottom, some in the middle. When I started this article I happened to have

in my house eight different brands of face powder, all but one of them very well known. On two of these the manufacturers, courageous souls, have marked the powder shade on the box top, but, I regret to say, in small and inconspicuous letters. All eight give the shade on the bottom. Two of these are separate labels pasted on, one at top center, one top right. Two others have theirs at the top, marked with a rubber stamp . . . but because I've said rubber stamp, don't think that in type style or size they bore any resemblance to each other! Two others have the powder shade printed in the middle, one amidst such a maze of other type

that it is almost undiscoverable. One has the names of the four shades carried in the line printed on this bottom label, with an asterisk to indicate which this is. The eighth has the name at the bottom, also in such small type, and amidst such a lot of other wording that it is very hard to find.

The experienced salesperson learns where to look for most of these shade names. But how many new clerks there are behind cosmetic counters every year, every month, every week! These clerks fumble, lose time, lose the customer's confidence, lose sales. It's not their fault they are new. It's the fault of manufacturers who spend thousands

—millions, even—to get their powders on that shelf and to get the customer to ask for them, yet who won't get together and standardize on a uniform place and style for shade designation, so that packages move from shelf to customer with the least possible lost motion.

Even the originality shown in the method of putting the shade name on the box is a liability. Labels that are pasted on get torn, scratched and twisted off. Rubber stamps may not be inked often enough so that on some boxes the shade cannot be read at all. Or they are put on crooked, making them hard to read, and, in fact, sometimes not getting all on the box. An asterisk, also, may not be stamped on just where it is meant to be, but between two shades, or actually nearer the wrong one than the right.

Even manufacturers who print the shade name on the box make the mistake too frequently of thinking that clerks and customers have magnifying glasses for eyes. Shades are important, and should be treated so, not only in, but on, the box.

Now see how the present confused situation operates on a customer. She has come up to the counter to buy, say, a bottle of anti-perspirant. As the clerk goes to get it, she is attracted by a display of powder boxes on the counter. It is summertime, she has just got somewhat tanned, and she has a half-formed notion that perhaps she ought to get a darker shade of face-powder. The boxes that have attracted her attention have had the tops removed so that enchanting tints are visible through the cellophane drum-cover. The customer picks up one shade she particularly likes. She smells it, likes the odor, wants to see what the shade is called. Nothing to indicate *that* on the cellulose wrapper. Nothing to indicate it on the side of the box. This not being the first box of powder she has ever purchased, and being wise therefore in manufacturer's obscurities, she turns the box over to see the bottom label.

Now she is in the position of the inexperienced clerk who doesn't know where to look. Perhaps she looks at the top first. And when I say "top" I am presuming, as the manufacturer does, that the woman will turn the box over so that what he considers top, turns out to be top. But women, obstinate creatures, are just as likely to twirl the box around and get it upside down and wrong side to, greatly to

HOW SOME MANUFACTURERS LABEL THEIR BOXES:

1. Hinze Ambrosia.	Poor.	Star opposite shade indistinct.
2. Lenthéric.	Excellent.	Shade stands out prominently.
3. Pond's Extract Co.	Very poor.	Shade stamped on carelessly.
4. Colgate.	Excellent.	Shade plainly visible.
5. Primrose House (?)	Good.	Shade printed clearly.
6. Lady Esther	Poor.	Shade lost in too much copy.



their and the manufacturer's annoyance, just as they are forever endorsing checks at what the bank considers the wrong end and they persist in regarding as the right one.

Having turned the box over and got it straight, what happens? Nine times out of 10 she either meets with an unfamiliar maze of type in which she does not locate the information she seeks, or the type is so small she has trouble reading it, or maybe it's in French, which to the women in this country who represent the big volume of face powder business, might just as well be Sanskrit.

Believe me, the customer's interest is now very much on the wane. If you think this doesn't happen, or that it isn't important, then you don't know on how slight a crest of interest a dollar is often cajoled out of the customer's purse and into the store's cash register. There is always the chain of thought that runs like this (and never more so than in times when money is not so easily come by as it once was): "Well, I've gotten along so far without that powder . . . I can do a little longer. . . . No, I guess not today."

By this time the clerk has come up, and seeing the customer holding the box, instantly dives into a sales talk about the powder. Perhaps the customer still has enough spark of interest to ask: "What is that shade?" Now, there being several thousand shades and names of shades on the market, the chances are at least 50-50 that even with a displayed article the clerk, too, has to turn it over to know just what the shade-name is. This doesn't help the customer's growing impatience and irresolution. A good clerk can usually still save the sale, but he or she has to spend time and effort doing it . . . time and effort that could more lucratively be spent adding a matching lipstick, or your sun-tan oil, bath powder or toilet water to the sale clinched by the powder-display . . . or what is a powder display for?

You may think a woman wouldn't be put off by such a little thing as not being able to find the shade-name of a powder. But for some probably wholly illogical and purely feminine reason, she *does* want to know what the name is, just as she wants to know what the powder smells like . . . and, more important . . . what it looks like.

Enough powder manufacturers have put windows in their drum tops so that women expect it today. To ask them to buy a powder shade sight un-

seen is as easy as trying to sell a man an automobile he has never seen or heard of. Yet some manufacturers still expect women to take their word for powder-shades and buy them as invisibly as they did 20 years ago. If, by extensive and brilliant advertising the customer has been sufficiently impressed with the virtues of such a powder to ask for it at the counter, the clerk will usually make a pin-prick in the drum-top so the customer can get some idea of the shade. But if you think what is there so minutely revealed is one-tenth as likely to make a sale as an all-over cellophane window you are very much mistaken.

And I think it is of very doubtful advantage to put a little window in the side just to be different. Women expect it in the top and look for it there, and not finding it, are very likely to think they can't see the shade at all and never think to look for it on the side.

Take it out in saying that by these idiosyncrasies women reveal themselves as illogical, unreasonable, exasperating creatures . . . and don't pay any attention to them. Or admit all these things and cater to them . . . with results pleasant to observe on the profit side of the ledger. You pays your money, gentlemen, and you takes your choice!

There is one other peculiarity women have that very few manufacturers have realized in regard to powder boxes, though they have all realized it in connection with compacts: women like a change. You may have the most popular box design the world has ever known; make the most of it while it's going strong and then change it quick! The design may have become identified with you until it is almost a trademark; then change the color or the shape, though don't, if you can help it—and you can—change for the worse. Few women have dressing-table boxes into which they empty your powder. Instead, they keep your box, just as you sell it, on their dressers. And they get sick to death of seeing the same thing there, month after month, year after year.

Their liking for your powder, its perfume, shades, price, etc., may keep them repeating for quite awhile. But sooner or later they are going to want something different on their dressing tables, and unless you give it to them, away goes their business to somebody else. If your volume is small, you may be able to pick up enough new customers to replace those you have lost.

But when practically every woman in the country has had a box of your powder at some time or other, then business is going to drop away from you like Niagara going over the Falls—unless you change your box.

In the case of almost all cosmetics except face powders (and lipsticks, where novelty in the container is also of prime importance) a change of container is likely to make customers think the product is changed. There may be a few who think this of powders, but not enough to offset the advantage of a change.

What this change is to be depends on the times just as much as styles in clothes. Powder boxes should be timely but timeless. You may reach your saturation point in two years or twenty, and you want your box to be good for twenty if it is to be saleable that long. Five years ago we were going in for severe simplicity; to some extent that was timeless. But put on a picture of one of those long-necked stylized women that were so typical of modern art five years ago, and your box would say 1929 on it now as clearly as if the date were stamped on the cover. That's being timely, but not timeless. Today there's a swing back to sentimentality in movies, clothes—and powder-boxes. We're more for hearts and flowers than we've been in thirty years. Interpret that spirit on your box, but don't interpret it so that in a short time people will say, "How funny" when they look at it, as they do of last year's clothes.

Philippine Island Imports

Total imports of perfumery, cosmetics, and toilet preparations during 1934 into the Philippine Islands amounted to P1,490,200, an increase of 10 per cent over 1933, which totaled P1,355,178. Although there was an increase in the quantity imported, the percentage was not as large since there was some increase in price during 1934 over 1933. Imports from the United States amounted to P1,068,000, 72 per cent of the total. France was second with P169,736, or 11 per cent, and Japan third with P129,886, or 8 per cent. There is a small local manufacture of some items under this heading, but it is not yet large enough to have any noticeable effect on the import trade. (*Trade Commissioner C. E. Christopherson, Manila.*)

The American Perfumer

OIL OF CARROT

DAUCUS CAR-

OTA L., the common carrot, is cultivated in many countries. In Germany and especially in France, the seed is distilled on a commercial scale. Since the French production is the more important one, we shall describe the cultivating of carrots in France.

There are two types of carrots being produced in France: first, those serving for human consumption, i.e., the well-known long, cone-shaped root, sweet and of reddish color. Second, the large, crude root used for feeding cattle. This is usually of white or yellowish color and contains much less sugar than the more delicate carrot used for human consumption.

A clear differentiation is made in literature between the two oils distilled from the seed of the two types of carrot, but growers of carrot seed in the important producing center of St. Remy-en-Provence assured the writer that both qualities of seed are used for distilling purposes and that no differentiation is made in France when supplying distilleries with seed.

The centers of the carrot seed industry in France are in the Département Maine at Lorie and in the South of France. The quantity of seed produced yearly varies between 200,000 and 300,000 kilos. Sometimes it even reaches a maximum of 500,000 kilos. It is extremely varying and depends entirely upon the demand and the orders given by the dealers and exporters of seed. The region of St. Remy alone produces normally about 100,000 kilos. The harvest has been as high as 150,000 kilos but from 1932 to 1934 it amounted to not more than 50,000 kilos. Like celery and parsley, carrots are grown in St. Remy exclusively for the seed, which is sold to truck farmers cultivating carrots for their roots near the large cities in France or abroad. One hectare yields about 800 to 1000 kilos of seed. Prices for seed vary greatly. There is a clear differentiation in regard to the price of seed of guar-

anteed, good germinating power and older, superannuated seed which has lost its germinating power. Prices for fresh quality have varied between 600 and 1400 francs per hundred kilos, whereas prices for inferior, i.e., superannuated seed, range from 180 to 270 francs per hundred kilos. During the last few years seed prices per hundred kilos for good seed were 1000 to 1200 francs and for inferior seed between 180 and 200 francs. In 1935, superannuated seed was quoted as low as 100 to 120 francs per hundred kilos. For distilling purposes, the second grade, i.e., the seed which has lost its germinating power, gives almost as good an oil as the more expensive quality. Considering the difference in cost of oil, the cheaper seed is to be preferred for distilling.

A Survey by

DR. ERNEST S. GUENTHER
Chief Research Chemist
FRITZSCHE BROTHERS, INC.
New York

The cultivation of *Daucus carota*, isolation and purification of carrot seed, much

resembles the cultivation of celery and parsley which we have described on an earlier occasion.

Distilling of carrot seed must be carried out according to the general principles applied for all seed material, i.e., the seed is first crushed and subsequently distilled with dry steam, care being taken that the steam does not form channels through the seed material in the still, which would result in a very inferior yield. Distilling carrot seed we obtained a yield of 0.4 to 0.8 per cent oil. It showed a very characteristic, agreeably soft, yet rich note. According to Gildemeister and Hoffmann,¹ oil of German carrot seed has the properties shown in Table I.

Oils of own distillation of French carrot seed showed the properties in Table II.

Oil No. 1 was distilled by direct steam from the crushed seed of edible carrots; Oils No. 2 and No. 3 according to the same method from the seed, also previously crushed, of carrots serving for the feeding of cattle.



Field of Blossoming Carrots in Provence

Asahina & Tsukamoto² investigated the oil distilled separately from the seed of the two varieties of carrots (one the long, cylindrical root, and the other the short, cone-shaped root) and obtained the figures in Table III.

In order to investigate the oil of carrot seed and stalks of the short, conical variety only, the two last named authors³ distilled oil exclusively from seed, oil exclusively from stalks and oil from stalks plus seed. They obtained the figures in Table IV.

Oil of carrot has been investigated in regard to its chemical constitution by M. Landsberg⁴, by E. Richter⁵, and by Asahina & Tsukamoto⁶. The last named workers found quite a difference between the two oils obtained from the two plant varieties described

above. The presence of the following constituents was established:

pinene
l-limonene
butyric or more likely iso-butyric acid
palmitic acid
acetic acid in ester form
probably formic acid
daucol, a bivalent sesquiterpene alcohol of the formula $C_{15}H_{26}O_2$.
carotol, a sesquiterpene alcohol of the formula $C_{15}H_{26}O$.
asarone — $C_{15}H_{14}O_2$ (4-propenyl-1,2,5-trimethoxy benzol)
bisabolene— $C_{15}H_{24}$, occurring as mixture of isomers.

Carotol was found by Asahina and Tsukamoto to occur in the oil from stalks plus seed of the cone-shaped carrot variety; the same authors identified carotol, asarone and bisabolene

in the oil from seed of the cylindrical carrot variety.

Carrot seed in France has been used for a long time in making alcoholic tinctures which still find wide application in alcoholic liqueurs. In fact, the French types of liqueurs usually require an addition of carrot seed tinctures which impart to the composition a certain smoothness, fullness and roundness; they help to conceal other predominating notes.

Oil of carrot is very useful not only in flavor work, particularly in liqueurs, but also in modern perfume compounds. The oil blends very well in all kinds of perfume types and helps to impart a rich veiling note hard to detect.

¹ "Die Ätherischen Öle," Third Edition, Volume III, page 568.

² Journ. pharm. Soc. of Japan 1926, Nr. 538, page 97.

³ Journ. Pharm. Soc. of Japan 1925, Nr. 525.

⁴ Arch. der Pharm. 228 (1890), 85.

⁵ ibidem 247 (1909), 391, 401.

⁶ loc. cit.

Table I

Specific Gravity at 15° C:	0.870 to 0.944
Optical Rotation α_D :	—8° 25' to —37°.
Refractive Index at 20° C:	1.482 to 1.491.
Acid Value:	1 to 5
Ester Value:	17 to 52
Ester Value after acetylation:	77.5 to 95.7
Solubility:	Soluble in 0.5 and more volumes of 90% alcohol; some oils are even soluble in 2 to 5 volumes of 80% alcohol.

Table II

	Cylindrical root	Cone-shaped root
Yield:	1.6%	0.6%
Specific Gravity:	0.8944	0.9364
Optical Rotation:	—20, 51°	—1, 45°
Refractive Index	1.4917	1.4859
Methoxyl Content:	2.67%	traces

Table III

	I	II	III
Specific Gravity at 15° C:	0.928	0.906	0.917
Optical Rotation α_D :	—12° 15'	—22° 18'	—18° 25'
Refractive Index at 20° C:	1.4882	1.4799	1.4821
Acid Value	1.4	1.4	2.8
Saponification Value	10.3	42.0	40.1
Ester Value after acetylation	47.6	79.3	93.3
Solubility at 20° C:	Not clearly soluble in 80% alcohol up to 10 volumes. Soluble in 0.5 volumes and more of 90% alcohol.	Same Solubility.	Same Solubility.

Table IV

	Oil from seed	Oil from seed plus stalks	Oil from stalks
Specific Gravity at 22° C:	0.9088	0.9270	0.9584
Optical Rotation at 22° C:	—5, 98°	+1, 04°	+5, 06°
Saponification Number:	74.08	69.59	65.97
Acid Number:	0	2.86	24.91

Germany's Cosmetic Business

During the past year German manufacturers of cosmetics have succeeded in surmounting some of the greatest obstacles ever put in their way. In addition to the inherent prejudice against the apparent use of cosmetics which still prevails in many parts of Germany, where it is frowned upon as "unladylike," they have had to combat the Nazi opinion of such aids to beauty as being "un-German." Nor have they been able to depend fully upon more expensive advertising, for the special council created by the Government has more than once objected to their statements. Moreover, the use of street posters is being discouraged, and advertising by wireless is already prohibited as being "inconsistent with the dignity of national broadcasting." Nevertheless, in spite of all these adverse circumstances, it is announced that the German cosmetics manufacturers have been able to increase their sales during the past year, profiting to the full by the increased domestic purchasing power. Moreover, in spite of the movement in favor of the boycotting of German goods, which has been prominent in so many countries during the year, they have been successful in maintaining their export sales on the previous year's level.

Q & A

The department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

23.—"ANTISEPTIC" CREAMS

Q. I am using a mixture of phenol (carbolic acid) and camphor in a vanishing cream base. Can I call this cream "Antiseptic?"—F. H., Topeka, Kans.

A. Not by a long shot, old man. Before you call any cream or lotion antiseptic be sure that bacteriological testing shows this to be true. In your case, let us point out that the addition of camphor to phenol renders the phenol pretty much inactive as an antiseptic, since it goes into physical combination with the phenol. We suggest that you read what Solis-Cohn says about this in "Pharmaco-Therapeutics."

24.—THINNING HAND LOTION

Q. We are glad that you have started the Q & A Department and take this opportunity to take advantage of the service. We have been making a hand lotion with gum tragacanth for a number of years. Every now and then we find one batch gets very thin after about a year. Coincident with this is the fact that this usually happens in a batch that is made in a hurry. Can you help us stop this?—S. K., New York.

*A. We are glad that you like our new Q & A department. It was started with the idea of giving our readers a more complete service. Regarding your hand lotion, we are sorry that you did not tell us more about how you make this lotion regularly, and how the "rush" batches might differ in method of manufacture. However, tragacanth gum under different conditions of use produces mucilages of varying consistencies. Gable in the *J.A.Ph.A.* 23, 341, 1934, finds that tragacanth slimes*

*become thicker on ageing, and that hot water or the use of heat makes a heavier slime. Numerous papers have appeared in the *Quarterly Journal of Pharmacy and Pharmacology* in the past two years on this subject, and we suggest that you see some of these.*

25.—HAIR LOTIONS

Q. We are interested in making hair-setting lotions and permanent waving solutions. Will you please give us formulas.—J. S., Canada.

A. A basic formula for hair-waving solution for permanent machines is given by M. G. de Navarre, in THE AMERICAN PERFUMER, XXIX, 503, 1934. We repeat it for you:

Ammonia water Sp.Grav. 0.880	35
Borax	5
Water enough to make	100

This formula can be altered to suit the taste. Regarding your hair-setting lotion, the same writer in the same journal, Vol. XXX, 73, 1935, states that a 2 per cent solution of gum tragacanth or karaya, properly preserved and perfumed, will suit the purpose.

26.—FACE POWDER BASES

Q. So much has been said about the new face powder bases, but they are all sold by trade names. Can you tell us something about them and their composition?—A. R. F., Los Angeles.

A. Most of these products are stearates mixed with palmitates or the C₁₇ acid salts and upwards. Some are zinc salts, whereas others are magnesium salts. Very recent ones are magnesium or zinc salts of aliphatic straight chain acids with uneven numbers of carbon

atoms, higher than C₁₇. These products have unusual adhesive properties, together with smoothness so desirable in face powder. Usually, a difference is noticed when as little as 5 per cent is added to your regular formula.

27.—NAIL POLISH REMOVER

Q. Will you give us a formula for oily nail polish remover? We are using sweet almond oil in our product and find that it affects the gloss of the enamel when new enamel is applied.—C. L. D., Detroit.

A. We suggest that you replace the sweet almond oil with butyl stearate. If you must use an oil, use castor oil. But butyl stearate attacks the dried enamel rapidly, and modern removers make use of this property.

28.—USES FOR DIACETYL

Q. What is diacetyl and what are its uses?—M. L. G., New York.

A. Diacetyl is a definite compound with an empirical formula C₄H₆O₂. It is soluble in water in the ratio of 1:4. It is used primarily in the food industry and particularly in the manufacture of butter and oleomargarine. It must be used in great dilutions for best results. It may find use as an aromatic in the toilet goods industry.

29.—DEODORIZED LANOLIN

Q. We have heard about deodorized lanolin and are anxious to get some of this material. Do you know if this is the same quality as the grade not treated for odor?—K. D., Detroit.

A. All the deodorized lanolin we have seen was not completely deodorized, and some had a suggestion of a foreign odor not usually found in lanolin. If you use a good grade of lanolin, keep it fresh, and don't overheat during manufacture of your creams, then you will have a minimum of odor to overcome, and at a lower cost. However, don't despair, keep looking at all the deodorized lanolins offered on the market; you may find a good one and we hope that you will be good enough to tell us about it so we can pass it on to our readers. The basic material used in deodorizing lanolin, we are told, is the same as ordinary lanolin sold for toilet goods manufacture, but is treated in certain ways for its odor.



EDITORIALS

For Progress During 1936

The toilet preparations industry has just completed a year which, in most respects, approached more closely to the mythical "normal" than any which it has seen since 1929. With industry as a whole having virtually emerged from the depression, and, as forecast in the article by Floyd W. Parsons in this issue, ready to go ahead to even greater prosperity than at any time in the past, there is every reason to believe that our own branch will continue to progress. While its rate of growth during the last ten years has exceeded that of every other industry, there is no reason to expect a recession, and every reason to anticipate a still further gain.

During the last year the industry has been faced with unusual and trying conditions which, without doubt, interfered to some extent with sales and to a larger extent with profits. It is, then, the more remarkable that 1935 showed a substantial increase in business over 1934.

At the outset of the year two factors of the greatest importance were exerting a pronounced influence over the industry. The first of these was the NRA code, which was beginning to be strongly enforced and had already brought an end to several of the uneconomic trade practices under which the industry had been operating for many years. Regardless of opinion as to the worth of NRA in general, there can be no doubt that it accomplished much for the toilet preparations industry, and that the enforcement of provisions of the code having to do with demonstrators, open prices, and other points did a great deal to improve the merchandising of toilet preparations and to make the industry in general a more profitable one.

The collapse of NRA and the end of the code revived these problems and since that time they have again become acute. Wages and hours in general were never an issue in this field, but fair trade practices were an issue and are a *continuing* issue of tremendous importance to the future of the business. While it is true that the industry still has pending a trade practice conference with the Federal Trade Commission, at which these trade practices are supposed to be discussed and rules for the industry adopted, it is obvious that there will be no early attempt to revive this conference and set a date for its meeting.

The reason for this lies in the fact that those who control the industry's principal trade association are fearful of a break in the ranks of the organization if such controversial matters are brought up for discussion.

It is a question whether anything will be done to correct these uneconomic practices during 1936. At the moment it would seem that prospects of any action are slight indeed.

The other matter which engaged the attention of the industry throughout the year was the proposed revision of the Federal Food and Drugs Act. Here the industry, after considerable fumbling and a certain degree of ineptness, finally lined up in support of the revised Copeland Bill. Virtually the entire industry, excepting the small section engaged in the manufacture of hair dyes, now approves that measure. But there is now grave doubt that it will be passed during the present session of Congress. The problems of labeling, advertising and promotion under the proposed new law are receiving study and thought. In the improbable event of the passage of the Copeland Bill, they will be among the most important matters to receive consideration during 1936.

Perhaps taxes should have been included among the important developments of last year. That they were not so included is due to the fact that the situation with respect to the Federal excise tax has not changed, nor does there seem to be much prospect of a change during the coming year. Efforts were made by the industry without success to secure repeal or amendment of the tax law at the last session of Congress. It seems doubtful that any great success will attend such efforts until government finances and industrial conditions both show material improvement.

The tax situation was further complicated by the victory of the Government in the case of Bourjois, Inc. This case involved the method of reducing taxes by setting up sales companies. It resulted in a complete victory for the Government's contention that the price charged by the manufacturing company to the sales company was not "a fair market price." Whether this may be taken by the courts as a precedent or not is still an open question. There is, unfortunately, no doubt that the Revenue Bureau will so consider it and will base future tax activities upon it. The

particular case of Bourjois was a weak one from the standpoint of the manufacturers, and certain elements in it give rise to the hope that other cases will not be decided along the same lines.

A matter of less importance, excepting as a possible precedent for other states, was the Maine Cosmetic Law. By this the State of Maine compels registration and licensing of cosmetics sold within the state. A suit has been brought to test the validity of the act and meanwhile manufacturers are being urged by the Toilet Goods Association to ignore its provisions. At the same time, reports from Maine indicate that upward of 2500 products have already been registered by owners or dealers. Maine is not an important state from the standpoint of gross business, but, should the law be upheld, it is feared that other states will follow the lead and attempt to increase revenues through such a "public health" measure.

Of even less importance in the result, although fraught with danger in the proposal, was the proposed amendment to the New York City Sanitary Code which would force registration and licensing of cosmetics sold in the city. This is held in abeyance through a stipulation between the Mayor and the interested industries. There seems little likelihood of its being revived unless revision of the Food and Drugs Act should fail.

Looking forward to the coming year, the industry should be able to operate with perfect confidence. Business, especially toward the end of 1935, has been unusually good. The market for new lines and new items seems almost inexhaustible. Stocks of after-holiday merchandise are lower than usual. More money is being spent and more will be spent during the coming months. There are at the moment no serious difficulties or dangers in the offing.

The coming year should be a good one in point of business. Let us hope that it will also be a good one in point of sound progress toward a better industry. Better products, finer and more useful packages, more constructive sales and advertising methods, all are aims toward which the industry should strive in 1936. If at the year's end we can look back upon a record of accomplishment along these lines, we may be sure that both volume and profits will be satisfactory as well.

Price Maintenance by Trade Laws

Members of the toilet preparations and drug industries, who had been counting on the extension of price maintenance through the spread of state "Fair Trade Acts," suffered a severe blow to their hopes, when the Feld-Crawford Act, New York State's price control law, was declared unconstitutional by the state's highest court. There can be no doubt of the precedential character of the case which came before the Court for its decision. It was a clear cut issue in which the basic facts were admitted by both parties. The Court, in a very sweeping decision, virtually cast out what had been considered by many as the most important features of the act.

The law, in common with other state enactments of the same general character, had sought to make binding on all persons, with or without notice, the provisions of a single price maintenance contract between a manufacturer and a dealer. This, the Court in unmistakable terms declared to be an unlawful exercise of power on the part of the Legislature.

At the same time there were two pronouncements in the decision which leave some small comfort for the manufacturer. The first was a distinct reaffirmation of the principle of "refusal to sell." In clear language the Court indicated that manufacturers had the right to refuse to sell anyone and to base such refusal directly upon the failure of the customer to maintain indicated prices. The second was affirmation of the power of the Legislature to permit price maintenance by contract between the affected parties. Here the Court stated plainly that manufacturers might contract for price maintenance; the qualification being that there must be a separate contract with each distributor. This is the section of the decision which wiped out the "omnibus contract." It further seemed to limit the application of price maintenance to the first transaction. Thus, a manufacturer may contract with a wholesaler so that the latter's sales are at fixed prices, but he may not control the activities of those to whom the wholesaler later sells the goods.

The effect of this sweeping decision is to return the status of price maintenance to exactly that which prevailed before the enactment of the law, with the single exception that contracts for price maintenance are legal in New York State on intrastate transactions, a question which was by no means definite before the law's passage. However, separate contracts with each retail outlet are scarcely a practicable method of compelling dealers to maintain prices excepting where distribution is very strictly limited.

There remain to the manufacturers, however, all of the methods which were legally open to them before the "Fair Trade Act" fiasco. We have pointed out many times in the past, that under these methods, certain manufacturers succeeded right well in keeping their goods from the hands of the price cutters and maintaining their own ideas of fair prices. Among them were some whose lines probably enjoy as wide a distribution as those of any manufacturer.

We have in the past supported laws designed to permit the maintenance of resale prices by contract. But we have always felt that even without such laws, prices could be maintained by those who really had a will to maintain them. It has been done successfully by so many that it seems strange others have apparently made no real effort. Then, too, there is the effect upon the public of apparent efforts to increase prices. To many, *maintained* prices mean *raised* prices.

Thus, we are not too concerned over the fate of the Feld-Crawford Act, nor do we share the gloomy views of some retailers and manufacturers, who have greatly magnified its importance as a factor in merchandising. Those who really want to maintain prices can still do so. Those who do not will always find their prices cut, law or no law.

NATURAL FRUIT ODORS

in perfumery

AFTER more than six months experimental work in the laboratory it is my belief that a new era may soon be opened in the art of perfumery, by the use of odorous bodies extracted from fruits.

Harsh and unstable chemicals, known as aldehydes, largely used for the past two decades to create new odor notes and impart life to perfume compositions, may no longer be necessary. Our recent studies on the extraction of perfume materials from fresh fruits indicate these to be superior to the synthetic substitutes now being employed by the perfumery industry.

Perfumers have known for many years that certain flowers have odor characteristics that resemble mature fruits. They have observed also that some of the fruits diffuse an odor that often recalls the perfumes of some

flower. Such observations are perfectly plausible, considering that the fruit follows the flower on the plant and a close relationship should exist between the chemical constitution of the perfume of the flower and of its fruit.

Use has already been made of this knowledge by applying so-called fruity notes in the creation of modern perfumes. This fruit like property, together with the green odor that emanates from the stem, leaf and calyx, is the characteristic that distinguishes the living flower from one that has faded. Without these two components the flower smells dead and dry similar to the root or wood of the plant. It has therefore become desirable, in reconstructing the perfume of a flower or in compounding a bouquet perfume, to add these notes in order to vivify the creation and make it glow with life.

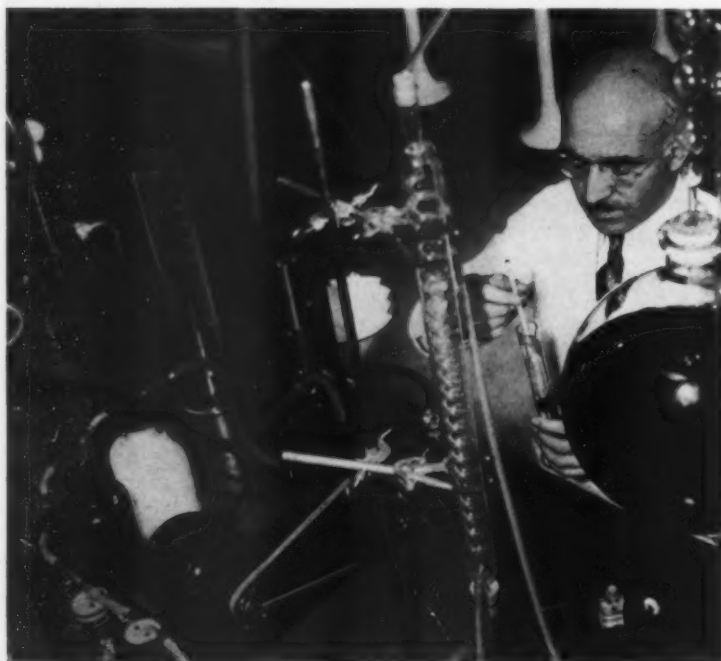
The organic chemist has been most capable and obliging in supplying these fruit odors both for the perfumer and the blender of flavors. He has synthesized for them the principal odor constituents of all the common fruits, such as apple, strawberry, pear, grape, banana, cherry and many others. He has prepared in his laboratory chemicals that suggest the odor of coconuts, figs, plums and quinces and even such complex things as mushrooms, maple, smoked and unsmoked meats. Synthetic fruit odors of the peach, strawberry and grape have been used for a number of years by perfumers and flavoring chemists. Artificial fruit notes of the pineapple, raspberry and coconut types are daily finding increasing favor with perfumers.

Synthetic fruit odors have been a great boon to the flavor blender who has used them to fortify his compositions and enhance their characteristic taste. By their use also, the perfumer has been enabled to approach closer to the reproduction of many of the floral perfumes as that of the gardenia, jasmin, narcissus and tuberose.

While these aromatic chemicals have marked a distinct advance in the art of blending flavors and perfumes, both the perfumer and flavoring chemist have been conscious of something missing in their creations that nature had provided in her products. The flavoring expert found that, no matter how carefully proportioned his composition was, the flavor always tasted artificial. This fact eventually forced him to return to the fruits themselves and employ concentrated extracts of the true fruits to buttress and round-off his artificially prepared flavors. The result was such a great improvement that no fair comparison can be made with the flavors available to the public today and those of ten or twenty years ago.

The flavoring industry found the answer to its problem by returning to Nature. Why should the perfumer not do likewise to overcome the harshness

by **A. T. Frascati, Perfumer for Max Factor & Co.**



and incompleteness of the artificial fruit notes so necessary to the perfection of his work?

The perfumer's problem is more difficult to solve. His perfume must evaporate to be sensed, thus limiting him to the use of volatile oils only. On the other hand, the flavor of the fruits is only partly in the volatile matter. However, the attractive odor that we all note in well ripened fruit must originate from a volatile oil and should therefore yield itself to extraction by methods similar to those employed in isolating the perfume of flowers. Researches now being carried on in the Max Factor Laboratories with fruits show that this is actually the case and that volatile oils suitable for use in perfumery can be separated from selected fruits by employing modifications of the processes developed for the manufacture of flower oils.

In obtaining these natural perfumes of fruits, we discover that for blending

with other materials in the manufacture of perfumes, these true fruit odors are much more complex, softer and deeper than the artificial ones customarily used. They represent as great a superiority in this respect over the strawberry, peach and pineapple "aldehydes" as the true fruit flavors do over the synthetic flavoring materials. New and better perfumes will be made through their use and, in some instances, the missing link in the reproduction of flower perfumes will be found. These perfumes will have a suavity, mellowness and stability unattainable heretofore and what is more important, they will vibrate with that life-like characteristic which every perfumer strives so hard to achieve in his creations. California, with its great wealth of fruits will be an ideal place for the development and production of these new materials for the perfumers' laboratory.

desiderata

by MAISON G. de NAVARRE

■ **ALKALINITY OF BORAX** A lot of remarks have been made about the alkalinity of borax and inferred dangers of these solutions. So much so that it is a relief to read A. J. Sullivan's article in *S.P.C.T.R.*, Sept., 1935, in which he gives the following figures:

	pH at 18°C	60°C
3.82%	9.27	8.90
1.91%	9.22	8.86
0.39%	9.20	8.88
0.19%	9.19	8.89

Sullivan also found that a 5 per cent solution of soap gave a pH of 10.26, but when the same amount of soap was dissolved in a 0.5 per cent solution of borax the pH was 8.9. Soap makers should take notice of this fine buffering ability, as well as shampoo manufacturers.

■ **EASIER MELTING WAXES** One refiner of beeswax has recently sent us samples of his flaked waxes. At first it seemed like a combination of vertigo and calenture of the brain. But this isn't as screwy as it seems. Because everyone using beeswax usually breaks

up the discs into smaller pieces to hasten melting. Breaking up wax takes time and if you have to set another person to do it, it costs money, too. So, buying a flaked wax is quite a boon and saving at the same time. Furthermore, the greatest difficulty comes from higher melting ceresin. This manufacturer also supplies a ceresin in a flaked form with a melting point of 64°C.

■ **NEW SOAP SUBSTITUTES** Triethanolamine myristyl and lauryl sulfonates is the name one company gives its product that replaces soap and the fatty alcohol sulfates. This new material has the same properties as the fatty alcohol sulfates, and in addition can be bought by anyone and used for any purpose. Very useful for soapless shampoo with maximum detergency and foam.

■ **STERILITY OF OILS** When talking about sterile oils it is probably safe to say that "there ain't no sech animal." (This, of course, does not include cod liver oil and similar oils.) But in spite of this it is interesting to

know that oils are not as badly contaminated as we are often led to believe. That is what we found out when we tested a variety of mineral and vegetable oils and waxes, bought, loaned and chiseled from different places. Cultures of each were made in beef broth, and results noted after 48 hours' incubation. None of the oils or waxes showed a growth, with the exception of beeswax which was heavily contaminated with mould. This doesn't mean anything though, for if one cubic centimeter of oil contained as many as ten organisms, our chances of getting a loopful with but one organism in it would be 1 in 10. Pretty slim chance, isn't it? (So tells me Dr. Cade, well-known bacteriologist and consultant.) But it does show that oils ordinarily contain but a few bacteria at most. Later, we will publish an article on this subject in greater detail.

■ TOMATO JUICE ASTRINGENT

Hollywood reports that one Adele Thomas finds that the "morning after" appetizer braces not only the tummy, nerves *et al.*, but acts the same on the pores. We never heard of bracing pores and we wonder whether internal or external application is indicated by the lady. The "Old Soak" of Don Marquis, as we recall it, had quite another prescription, but one rather hard for the novice to take, so perhaps the tomato juice will do for this more effete generation.

■ ETHANOLAMINE AS REDUCING AGENT

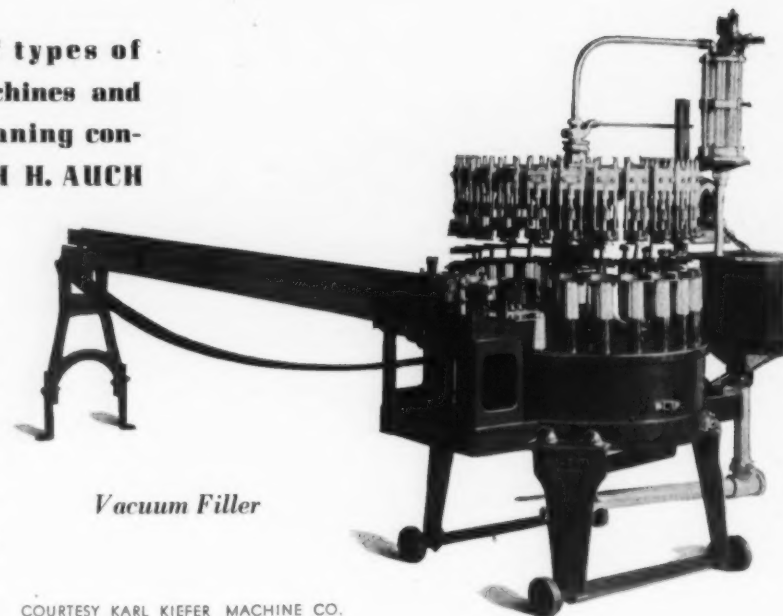
Melstner, Wohlberg and Kleiner, writing in the *J.A.C.S.*, 57, 2554, 1935, have discovered some interesting properties of triethanolamine, and other types of ethanolamines. In their conclusion they say "Ethanalamines have been found to act as reducing agents for inorganic salts and for some classes of organic compounds." Thus they found that acetone was reduced to isopropyl alcohol when acetone and triethanolamine were mixed and heated together. Salts of silver and other metals were also reduced. End products in the case of organic compounds were usually ammonia and an aldehyde. This may account for the ammoniacal odor of some solutions of metallic salts containing triethanolamine which we mentioned in this column a few months ago (*AMERICAN PERFUMER*, July, 1935). The authors are continuing their work, and in the future, more will probably be learned about this.

Modernizing the Plant

**A discussion of types of
Liquid Filling Machines and
apparatus for cleaning con-
tainers by RALPH H. AUCH**

THE correct selection of a filling machine not only depends upon the physical and chemical properties of the liquid or liquids which are to be filled, but also upon the different sizes and kinds of containers as well as the production speeds required on each size and kind of container. Obviously, a filling machine suitable for filling hair wave lotion into gallon containers for beauticians would not be suitable for filling perfumes into two-dram bottles. By the same token, glass, metallic, stoneware, and fibreboard containers may require different filling machines depending upon the sizes and the production speeds required.

There are four mechanical principles



Vacuum Filler

COURTESY KARL KIEFER MACHINE CO.

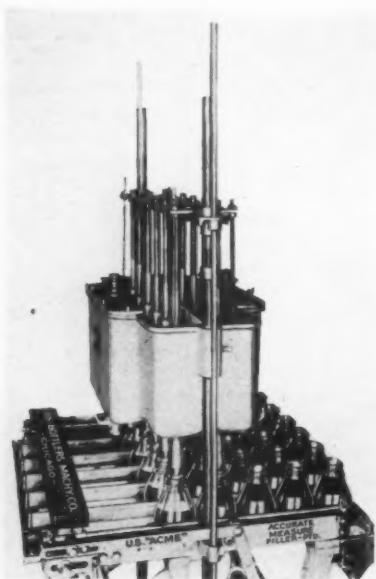
which form the basis of design of all filling machines, namely: (1) pressure, (2) siphon, (3) accurate measure and (4) vacuum. Each of the four types of filling machines have definite advantages and limitations. The pressure types of filling machines have the least applications and the fewest advantages, because they are not volumetric fillers and the amounts filled into containers must be controlled by hand.

A very good application of the pressure type filler is the so-called "press-on-it" valve mounted rigidly so that the outlet looks down. Small containers with capacities from $\frac{1}{4}$ oz. to 2 oz. can readily be filled by inserting the opening of the container over the outlet of the valve and pressing upward on the container over the outlet of the valve can be quickly closed by removing the container. The containers filled in this manner must of necessity be made of glass so that the level of the liquid in the containers can be observed in order to fill the containers to the desired height. There is a decided advantage in mounting

the valve rigidly and moving the containers, instead of connecting the valve to a flexible hose and keeping the containers stationary, as the valve can be closed more quickly and the containers can be filled to a more uniform height. With the valve mounted rigidly, the closing of the valve is accomplished by diminishing the strain on the hand while with the containers stationary and the valve being moved the strain on the hand is increased in order to close the valve, as the valve must be lifted from the container being filled. As many as 20 containers per minute can readily be filled in this manner.

Siphon Filling Machines

The siphon filling machines are the most widely used in plants of all sizes because they are so simple and economical to operate, very easy to clean, adaptable to sizes from 1 oz. to 1 gal., comparatively low in initial cost, and give excellent results in medium sized production over a period of years. The siphon fillers are adaptable to a variety of liquids such as liquids which foam easily, liquids which are fairly viscous, corrosive



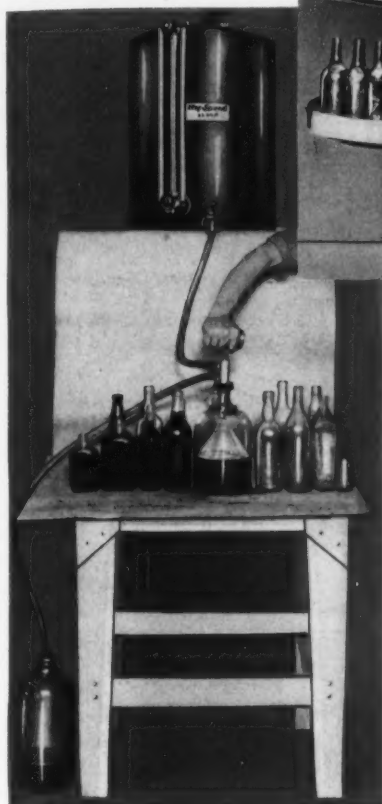
COURTESY U. S. BOTTLE MACH. CO.

Accurate Measuring Filler

**Right: Multiple Spout
Siphon Filler**

Below: Gravity Filler

PHOTOS COURTESY
ALSOP ENG. CORP.



liquids, and volatile liquids. The capacities of the siphon fillers vary from 10 to 30 containers per minute, depending upon the size of the containers to be filled.

The smaller size containers can be fed to the siphon fillers two at a time with each hand by properly spacing the stems and the production will be proportionately increased.

Some liquids are so expensive that variations in capacity of the containers in which they are to be filled presents a problem if they are filled to a uniform height rather than with an exact amount of the liquid. The accurate measure fillers are the most suitable for such expensive liquids since all other types of filling machines, with the exception of the weighing liquid fillers, fill all of the same size containers to the same height and the same amount of liquid is not put in each

container due to the variations in the capacities of the containers.

The accurate measure fillers are also especially suitable for filling metallic, opal glass and earthenware containers since the level of the liquid within the containers cannot, of course, be seen. Furthermore, they are most suitable for filling tin cans of rectangular shape, as the use of the vacuum principle filler has a tendency to decrease the capacity of the container by collapsing the walls to a certain degree. Productions of 25 to 40 containers per minute can be attained on the accurate measure fillers.

With due consideration given the above, an intelligent choice of the type of filling equipment for any products should be arrived at. The type being chosen, the other requirements include: 1. The machine should be constructed of such materials as will withstand any chemical action. Suggestions for determining this conclusively were offered in an earlier installment. 2. It must have such capacity as will tie in properly with the other equipment in the assembly line. 3. If it is to be used on various sizes, it should be quickly and easily adjustable to take the sizes it is intended to fill. 4. If more than one product is to be filled on it, it should be accessible and easy to clean thoroughly so as not to tie up production unduly between runs.

Cleaning Containers

One of the first considerations in the mechanical filling of containers should be the proper preparation of them. Every precaution

should be taken to make certain that the containers have been properly cleansed before being filled.

It is true that present-day containers produced on automatic machinery are quite clean. However, when packed in bulk in one-time service cartons, and even when packed in reshippers, there is a certain amount of lint and dust from the liners and corrugated board that should be removed.

The most complicated and thorough equipment for cleaning glass containers is the completely automatic bottle and jar washing machine, which is mostly used in the food and beverage industries. Machines of this type give the glass containers a double soaking in two separate, hot caustic solutions for sterilization. Then the entire inside and outside surfaces are scrubbed, thoroughly rinsed, and dried by draining.

The so-called "rotary washers" are mostly used in the cosmetic industry for cleaning glass containers. These machines merely rinse the containers with hot and/or cold water.

The least complicated perhaps is the ordinary household vacuum cleaner mounted in a suitable manner so as to either suck out or blow out the dust from the containers.

Then there are the elaborate rotary washers which use either hot and/or cold water as well as alcohol, which is reclaimed and reused, for cleaning perfume bottles. A very inexpensive and convenient method of washing perfume bottles of various sizes is the use of hot and cold water and air through the so-called press-on-it valves. The hot and cold water and the air

may be suitably piped to the valves through quarter-inch pipe. The valves are mounted close together—the hot and cold water being piped into one valve so that the temperature of the water can be controlled—in a vertical position with the outlets on top. The perfume bottles can be very quickly placed over the outlet spout of the valve and a slight press downward on the bottle will release a sudden rush of water which will thoroughly wash them. The water can be removed from the bottle very quickly by placing the bottle over the outlet spout of the compressed air valve and pressing downward. A sudden blast of air will be released which will quickly dry the bottle. An air pressure of ten pounds per square inch is sufficient for the purpose of drying the bottles. Bottles ranging in size from one-eighth oz. to two oz. can be handled economically by merely using larger outlet spouts on the valves for the larger sizes.

A very convenient accessory to this perfume bottle washing equipment is a small rack which will hold about three dozen bottles and which contains inverted nails on which the bottles can be placed and suitable holes in which

the glass stoppers can be placed if they are to be used. Each nail should have an adjacent hole so that the bottles and stoppers will not become mixed. If compressed air is not available, an ordinary second-hand vacuum cleaner can be connected to the press-on-it air valve and will produce enough volume of air to dry the bottles. If air is not used to blow the water out, much difficulty will be encountered in removing the last traces from the smaller size bottles.

An Ingenious Inexpensive Washer

A new inexpensive washer has recently become available. This type overcomes a serious objection to some earlier types. The objection is this—due to the fact that when hard water is used for washing and rinsing and the containers are allowed to air dry, the water's hardness leaves a residue.

With this new type the containers are washed with the liquid they are to contain. It is of the usual rotary table type, hand operated instead of motor driven, so that no nozzles are allowed to discharge a jet of washing liquid unless containers are over them.



COURTESY KARL KIEFER MACHINE CO.

Rotary Rinser

Thus the waste of liquid is confined to the normal evaporative loss and none gets on the outside of the containers.

The liquid circulates by pump through a self-contained filter of the internal pressure cylinder type so that it is kept clean. This type is suitable for use on free-flowing liquids that are relatively inexpensive and on containers that are either rinsed after filling and sealing or hand-polished before packing.

PRODUCTS FROM WOOL FAT

German pat. No. 543,788 by I. G. Farbenind, A.G., of Frankfort, claims that if wool fat, under certain conditions including heating, is treated with ammonia or organic bases, amides or substituted amides of the fatty acids contained in the wool fat are obtained. These, either by themselves, or mixed with the other constituents of the wool fat, form useful products. They may be obtained by the usual methods for preparing acid amides, e.g., either by heating the wool fat with excess ammonia under pressure, or by passing ammonia or amine vapor through the heated wool fat. The substances so obtained are, according to the original material and the nature of the nitrogenous agent used, either thinly viscous or solid wax-like products. They are very suitable for the manufacture of lubricants, or, in the form of emulsions, for cosmetic purposes, or again for anti-corrosive or rust-resisting preparations.

Example 1. 600 parts of crude wool fat (acid number 35) are heated with 130 parts anilin in the autoclave at a temperature of 190-200 deg. With subsequent steam distillation, 22 parts of anilin are recovered and the evil-smelling portions of the original substance are removed. The residue forms a clear-brown mass of butter-like consistency, having an acid no. of 2 and a sapon. no. of about 55. On saponifying with excess n/1 alcoholic potash lye at 160 deg. the sapon. no. is raised to 101. The yield is about 700 parts by weight.

Example 2. In this case the crude wool fat is heated and anilin distilled through the heated mass, and a similar end product is obtained, the acid no. being 4 and the sapon. no. about 60, which is increased to 100 after saponification as in Ex. (1). The final yield from 400 parts original material is 415 parts, most of the anilin used being recovered.

NEWS & events

Maine Cosmetic Law in Effect

The new Maine cosmetic law which requires the registration of all cosmetics and toilet preparations sold in the state went into effect January 1. Advices from Augusta, Me., indicate that more than 2,500 samples of cosmetics have been filed with the Department of Health and Welfare and that registrations are continuing.

The Toilet Goods Association is actively opposing the new law and has urged all of its members to decline to register their products. A suit to stop enforcement of the act as violating both state and Federal constitutions has been started by Bourjois, Inc., New York, and will be brought to a conclusion as rapidly as possible.

Officials of the state have stated that no definite enforcement activities will be started for at least a month, and it is believed that this postponement will continue until the pending case has been settled. Preliminary arguments were heard January 3 and briefs for both sides will have to be in by January 20. It is expected that the court will make its decision promptly.

To Advise of F.T.C. Rulings

The Proprietary Association has inaugurated a new bulletin service to its members, both active and associate, covering a digest of stipulations of the Federal Trade Commission affecting the advertising of drug products.

This information is furnished to members to guide them in the preparation of advertising copy in conformity with interpretations and regulations of the commission.

The Proprietary Association mem-

bership includes proprietary drug manufacturers, advertising agencies, and media. A considerable number of radio stations have become associate members.

Weidlein Heads Chemical Society

Dr. Edward R. Weidlein, director of the Mellon Institute of Industrial Research, Pittsburgh, has been elected president of the American Chemical Society for the year 1937. According to the rules of the Society, the president is chosen a year in advance of his inauguration and serves during the interim as president-elect.



Dr. Weidlein



Dr. Bartow

Prof. Edward Bartow of the State University of Iowa became president January 1 to serve during 1936. Dr. Weidlein is a native of Kansas, and was graduated from the University of Kansas in 1909. He holds honorary degrees from Tufts College and the University of Pittsburgh.

S. Bayard Colgate N.A.M. Vice-President

S. Bayard Colgate, president of the Colgate-Palmolive-Peet Co., has been made a vice-president of the National Association of Manufacturers for 1936.

Flavor Group to Fight Ruling

John S. Hall, secretary and attorney for the National Manufacturers of Soda Water Flavors, has issued a bulletin to members advising them of the reasons behind the recent ruling of the Department of Agriculture prohibiting artificial coloring in orange drinks. Mr. Hall was advised by the department that it has for some time been considering a ban on artificial coloring in products simulating the juice of fruit and that it plans to extend this prohibition to any article of food in which the use of color causes the food to appear "rich or of greater value."

A prospectus of the program to be followed by the association in combating this ruling has also been prepared and forwarded to members. It indicates thirteen steps to be taken immediately by the association. Work will be carried on in conjunction with the American Bottlers of Carbonated Beverages and W. Parker Jones, general counsel of that association, will be associated with Mr. Hall in carrying out the program.

Alcohol Regulations Issued

Judge Franklin C. Hoyt, administrator of the Federal Alcohol Act, has issued regulations for the control of "non-industrial" alcohol. Alcohol for industrial use, including the manufacture of toilet preparations is specifically exempted from the provisions of the act by the new regulations. The regulations provide, however, that all distilled spirits in containers of one gallon capacity or less, except anhydrous alcohol and tax free alcohol will be deemed for "non-industrial" use.

FAVORITE PERFUMES OF FAMOUS WOMEN

We asked a group of famous women, "Which is your favorite perfume?" Here is the third group of replies to the inquiry.—Editor.

NAME	PERFUME	MAKER
Gloria Stuart	Forêt Vierge	Lenthéric
Sally Ellers	Golden Arrow	John Fredericks
Bette Davis	Bellodgia	Caron
Marian Nixon	Vol de Nuit	Guerlain
Billie Burke	Jasmin	d'Orsay
Una Merkel	Duchess of York	Matchabelli

Observe "Italian Balm" Week

"National Italian Balm Week" is being observed January 17-25 in drug, five-and-ten, and department stores throughout the country. Starting as a specialized promotion limited to a few selected outlets, "National Italian Balm Week" has spread to many thousand retail stores and is backed up not only by distinctive and complete counter and window displays, but also by comprehensive radio advertising.

Radio announcements over the NBC network on both the "First Nighter" and "Grand Hotel" programs urge the radio audience to see the local "Italian Balm" displays and to purchase "Italian Balm" and "Dreskin" during "National Italian Balm Week." The promotion is sponsored by Campana Corp., Batavia, Ill., makers of the two products.

Luzier's Hold Sales Meeting

Luzier's, Inc., Kansas City, Mo., manufacturer of cosmetics, held its annual convention at its offices, December 28, 29 and 30, with over six hundred agents and managers present. They reported an increase in business over the previous year of 33 1/3 per cent, and repeat sales were 73 per cent of the gross business. This company sells exclusively through agents. At the present time the field staff consists of 4200 sales people and managers and are represented in every state in the union.

This year, Luzier's, Inc., will enter Canada and the British Isles and ex-

pects to send a number of the most competent members of the staff to these countries to promote their business. It has also acquired an extensive tract of ground adjoining the laboratory with the expectation of enlarging the plant in the near future.

A new Waco plane has just been purchased for the use of the president, Thomas L. Luzier, who makes many and extensive tours over the country, where he addresses groups of the personnel on the value of cosmetics and their proper use.

Work Begun on Lever Plant

Lever Bros. Co., Cambridge, Mass., has started construction work on a huge addition to its branch plant at Hammond, Ind. Announcement by the company indicates that a large part of the \$6,000,000 unit now under construction will be devoted to research and manufacturing of vegetable shortening. The Hammond plant in the past has been devoted almost exclusively to the manufacture of soap.

Organizes for Plant Research

The Plant Research Foundation has been organized in Seattle, Washington, to pursue research work on the growing of perfume producing plants in the United States. L. J. Wyckoff, whose article on American lavender oil appeared recently in this journal, is head of the organization. Mr. Wyckoff advises that a drive for membership among the essential oil

and perfume houses will shortly be made. Memberships entail no obligation other than nominal annual dues, which will be devoted to further experiments with lavender and other plants.

N & R Chemical Co. Organized

The N and R Chemical Co. has been organized by Samuel M. Robiner, owner of Meyer's Drug Store, at 5307 Hastings street, Detroit, and Harry Nitchun. The new company will continue at the same address and will manufacture a line of liquid drugs, extracts, soaps, etc., which is distributed exclusively through Michigan drug stores.

Bourjois Files Exceptions

The appeal of Bourjois, Inc., against the decision of Judge Knight in the matter involving payment of the Manufacturers' Excise Tax has been advanced by the filing of 48 exceptions to the Court's rulings. These exceptions cover virtually every part of the Court's opinion on the case and form the basis of the company's appeal to the Circuit Court of Appeals.

Groville Holds Sales Convention

Groville Sales Corp., New York, representative in the United States of Parfums Groville, Paris, and Potter & Moore, London, held a sales meeting early in January. District managers and representatives from all parts of the country were in attendance. Sessions were under the direction of D. K. Healy, president of Groville, and plans for the coming year's activities were discussed.

Mrs. Welsby Leaves Industry

Mrs. Verna M. Welsby, for several years in charge of the New York showroom of Yardley & Co., Ltd., has resigned to enter business with her husband as the Blue Water Boat Co. The new company will deal in small craft of all types. Mrs. Welsby will also devote a portion of her time to literary and advertising work as a free lance.

Holmes with Velens'

Velens' Educational Cosmetic Service, Inc., Kansas City, Mo., manufacturers of toilet goods, recently elected O. W. Holmes vice-president. A. D. Coleman had previously severed his connection with the company. Paul Velens is president.

The American Perfumer



LENGYEL *The beautiful new offices and showroom of Lengyel Parfums, Inc., in the Maison Française, Radio City, New York, have just been opened. Two views of the suite are shown in these pictures. Laboratories are located at 105 East 29th Street.*

Co-operate on Birthday Ball

Sydney Gilbert, president of the Parker-Herbex Co., New York, has been appointed chairman of the beauty trades division of the National Committee for The Birthday Ball to the President. Mr. Gilbert has enlisted the services of a number of prominent men in the industry and a meeting of his group was held January 13. Plans were discussed for securing the widest possible support in the cosmetic and toilet preparations industry. The National Committee reports greater interest than ever in the project, the proceeds of which are used to fight infantile paralysis and to support the Warm Springs Foundation, originally organized by President Roosevelt.

Three Programs for Colgate

Early in January, the Colgate-Palmolive-Peet Co. brought three major radio features to the Columbia Network in a series of new campaigns for its three leading products — "Palmolive" soap and shaving cream, and "Super-Suds." For

"Palmolive" shaving cream, never before radio-network-advertised, Colgate presents a series of weekly dramatizations of the achievements of the nation's peace officers, written, produced and played by Phillips Lord. For "Palmolive" soap, the "Palmolive Beauty Box Theatre" for the first time greets the coast-to-coast listeners of the CBS network. For "Super-Suds," Colgate offers a new series of human dramas written, produced and played by Gertrude Berg.

Discontinues Wholesale Dept.

Marshall Field & Co. have announced a sweeping reorganization of its wholesale department, which will hereafter be known as the "Manufacturing Division." Their plans are to deal only in goods manufactured or imported by the company. They will cease to operate as a jobber of products manufactured by others. While this sounds like a drastic announcement, they had really started this move several years ago, and had been extending their manufacturing ac-

tivities continuously since they acquired their first mill in the Spray, North Carolina, group. The management feels that the wholesale manufacturing division can be of more service in the merchandising field by concentrating on the production and sale of products whose quality, design and style it controls fully. Included in the lines which the wholesale department will discontinue will be their entire toiletry department, which has for many years manufactured a complete line of cosmetics under well-known brands, such as "Blue Rose," "America" and "Lanchere" products. The wholesale division will also discontinue to handle such lines as lipstick, rouge, mouth washes, etc., which they have formerly jobbed. These plans will not affect in any way the retail departments, as they will continue to operate as in the past. The various lines that will be discontinued by the wholesale division will be liquidated through the ordinary course of business and no announcement has been made as yet as to whether they will continue to have their former copyrighted brands made elsewhere.

Plough Purchases Building

Abe Plough, of Memphis, Tenn., has purchased a four-story building at 92 North Second street, Memphis, which will be used to house the International Distributors, drug and sundry distributors and brokers. The building will be remodeled at a cost of several thousand dollars before it is occupied.

A. R. Pruett Now With Rook Mfg. Co.

The Rook Manufacturing Co., Birmingham, is expanding with the addition of a line of face creams and lotions. A. R. Pruett, formerly of Atlanta, Ga., has joined the firm. He has 24 years of experience in the cosmetic line, having worked in Chicago, Montreal and Atlanta at various times.

P & G Fleet Taken Over

Procter & Gamble Co.'s entire fleet of tank cars used for transporting cottonseed oil, vegetable oils, coconut oil and other similar soap ingredients, has been taken over by General American Transportation Corp., under a long-term contract, it was announced at the soap company's plant at Long Beach, Calif.



New modern factory and laboratory at 115 West Walker Street, Milwaukee, now occupied by Kolmar Laboratories, manufacturers of rouge, lipsticks and other cosmetics. Here the company has greatly increased facilities to take care of additional business which it was unable to handle in its old quarters, due to lack of space for extra equipment. The company reports that during the past twelve months it has been necessary to do quite a bit of night work in order to keep up with the demand for its products

Westlake in New Company

Edward G. Westlake, known to the toilet goods industry for many years through his connection as manager of imported gift-ware and cosmetics departments of Marshall Field & Co., Chicago, has joined Charles S. McCoy, Hugh O. Jones and Charles C. McLane, also former department heads for the Field organization in the formation of McCoy, Jones and Westlake, Inc., a new importing and distributing firm.

Space has been taken in the Merchandise Mart, Chicago, and operations have been started. The new company will handle imported articles such as those handled until recently by the Marshall Field wholesale division, now discontinued. Mr. Westlake advises that the company will operate a designing department for manufacturers, specializing in the creation of glass container designs for perfumers.

Monteil Entertains Store Employees

Germaine Monteil Cosmetics Corp., New York, entertained more than one hundred sales people from the Fifth Avenue stores and specialty shops at a dinner at the Hotel Shelton, New York, January 7. An excellent dinner and musical entertainment was climaxed by competition among the guests for a number of handsome prizes. Small sets of the Germaine Monteil products served as favor. The dinner was arranged by Lylian Bell, publicity director for the company. Miss Bell presided at the dinner in the absence of Mme. Monteil, who has just sailed for Europe.

Drive on Fake Hair Tonics

A concerted drive by manufacturers of hair preparations against fake hair tonics in barber shops in New York and vicinity, culminated January 6 in trial of a suit of the Wildroot Co. Buffalo against the Heights Barber Shop, New York, before Supreme Court Justice Aaron Steuer. Testimony indicated that spurious hair tonics, resulting from the refilling of trade marked bottles had been found during the last year in 3,000 of 4,500 barber shops in the city.

The case was the first of about sixty actions pending against shop owners. Judge Steuer granted the Wildroot Co., an injunction, restraining the shop from refilling trade marked bottles until trial

of a pending suit for \$10,000 damages. The report of the discoveries was made in an affidavit by Jules Gordon, Eastern representative of the F. W. Fitch Co., Des Moines, Ia. All of the leading manufacturers of hair preparations are co-operating in the drive, which has been in progress two years.

Drug Institute Discontinued

At the annual meeting of the Drug Institute of America on December 17, it was voted to wind up the affairs of the association. The organization, which once had a membership said to be more than 40,000, was devoted principally to the question of price-cutting and other trade practices in the drug industry. It was never able to make any substantial progress on these problems, due largely to the conflicting interests of the various groups which made up its membership.

Ullman Heads Advertisers

Ronald G. E. Ullman, president of the R. G. E. Ullman Advertising Associates, Philadelphia, has been elected president of the Eastern Industrial Advertisers, Philadelphia. Mr. Ullman's agency handles the accounts of A. H. Wirz, Inc., and the F. J. Stokes Machine Co., Philadelphia.



A very unusual pre-Christmas window display of perfumes in which many of the leading lines are featured. Various sizes of the different brands are included, but no particular manufacturer is given special prominence

Continue Fight on Maine Law

The Toilet Goods Association as a part of its campaign against the Maine Cosmetic Law has sent a letter to executives of all chain stores operating in the state of Maine. The letter relates the suit started by Bourjois Inc., against the enforcement authorities in the state and the decision of the association to urge all members not to comply with the registration requirements of the act. It urges the chain stores to cooperate with manufacturers in this refusal to comply with the registration provisions.

Tril-O-Gy Expanding Sales Force

The Tril-O-Gy Beauty Service, Inc., Kansas City, Mo., manufacturers of corrective prescribed cosmetics, are expanding their field force in consequence of better trade conditions. This company handles their products exclusively through agents and are operating over a large part of the United States.

Sonneborn's New Chicago Address

L. Sonneborn Sons, Inc., has removed its Chicago offices from 820 Tower Court to 400 West Madison street.

Celebrates Anniversary With Felton

Hans F. Dresel has just completed his first year as manager of the Philadelphia office of the Felton Chemical Co., Brooklyn, N. Y., manufacturers of aromatic raw materials.

Mr. Dresel was born in Germany in 1899, and completed his studies at the University of Berlin. He was formerly manufacturing chemist-in-charge for a leading drug house and was also connected with a prominent soap manufacturer. Before his appointment to the Philadelphia office last year, Mr. Dresel represented the Felton Chemical Co. in New York City and Connecticut. He has made a host of friends in the trade.

The company has added materially to its plant in Brooklyn, N. Y., through the recently completed construction of a new unit to be devoted to laboratory purposes.

Cosmeticians to Seek S.5 Amendment

The American Cosmetics Association is requesting support in an effort which it will make at the forthcoming session of Congress to amend the Copeland Food and Drugs Bill (S.5). The specific amendment to be sought by the organization is in the definition of adulterated cosmetics where the words "may be injurious" to health are sought to be changed to "is injurious." The position of the association is that the word "may" confers too great discretion and authority upon the enforcement officials and is likely to subject the industry to unreasonable enforcement activities.

Schaupp New Dreyer Officer

Paul Schaupp has been elected vice-president and treasurer of P. R. Dreyer Inc., New York, succeeding Ernest R. Vetterlein, who recently resigned and is now associated with Norda Essential Oil & Chemical Co., Inc.

H. A. Wiedman has joined the sales staff of the Dreyer organization. He has been identified with the drug, chemical and essential oil trade for the past sixteen years, having been connected with McKesson & Robbins, Inc., E. Fougera & Co., Inc., Magnus, Mabee & Reynard, Inc., and with the Schering Corp. as manager of the chemical division for a number of years. The com-

pany also announces the appointment of J. G. Snyder of the Flavors and Aromatics Supply Co., 68 King Street, East, Toronto, Ont., as its representative in Canada.

Mr. Snyder is well known among the cosmetic, flavoring extract and candy manufacturers in the Dominion.

Huisking's New Chicago Branch

George P. Huisking has left for Chicago to take up his duties as manager of the newly opened Chicago office of Chas. L. Huisking & Co., Inc., and Conti Products Corp., located at North Pier Terminal Building. The August E. Drucker Co., manufacturer of "Revelation" tooth powder, is also associated with the Huisking-Conti firm in this new development. Facilities are being provided in this new venture for representation in that market of other manufacturers.

Dr. Isherwood Advanced by W. J. Bush

P. C. C. Isherwood, Ph.D., O.B.E., F.I.C., has been appointed joint managing director of W. J. Bush & Co., Ltd., London. Dr. Isherwood is widely known as a scientist and has been a director of the company since 1915. He is also a director of W. J. Bush & Co., Inc., New York.



Dr. Isherwood

After completing his studies at the universities of Heidelberg and Würzburg, he spent some time in the heavy chemical and alkali industries, joining W. J. Bush & Co., Ltd., in 1901. He is a member of the Grand Council of the Federation of British Industries, and of the Council of the Association of British Chemical Manufacturers, a member of the Advisory Council for Plant and Animal Products of the Imperial Institute as well as chairman of the Committee on Essential Oils and Resins of the Institute.

For distinguished war services, Dr. Isherwood received the Order of the British Empire. He is a member of several scientific societies. Dr. Isherwood only recently returned to London after a pleasurable and instructive visit to America, where he conferred with officials of W. J. Bush & Co. in New York.

Magnus Holds Sales Meeting

Magnus, Mabee & Reynard, Inc., held a two-day general sales meeting January 3 and 4 at company headquarters in New York City. Salesmen from all of the U. S. offices as well as the representatives for Mexico, Cuba and Canada were present.

Business meetings during the day were followed by an informal dinner for salesmen and representatives on the evening of January 3. The night of the 4th was devoted to a dinner to all M M & R employees. Additions to the M M & R 20-Year Club were installed at the dinner. Among those inducted were Percy C. Magnus, president of the company (23 years of service), and J. B. Magnus, vice-president (20 years).

New British Agents for Descollonges

Descollonges Frères, Lyons, France, have recently transferred their British agency to Stanley Nicholas & Co., of 6 Colonial avenue, London, E.C.3, who, in future, will act as sole distributors for Descollonges products in Great Britain. Stanley Nicholas & Co. has also been appointed representatives in Great Britain of the Chemische Fabriek Flebo., of Groningen, Holland, who specialize in the production of caraway oil; and sole distributors in Great Britain of the otto of rose produced by Ivan I. Sallabacheff of Sofia, Bulgaria.

Weicker Visits D & O Branches

H. G. Weicker, vice-president of Dodge & Olcott Co., New York, has completed a trip around to their branches. He reports a very favorable business, a substantial step-up for 1935 over 1934 and predicts a fine measure of business for 1936 as proven by contracts which have been signed for future delivery.

Dodge & Olcott Co. is entering this year the 138th year of its service to the essential oil consuming industries.

Van Horsen Leaves Dorothy Gray

John M. Van Horsen, for the last five years general sales manager of Dorothy Gray, Inc., New York, has resigned to join the staff of Young & Rubicam, New York, advertising agency. Mr. Van Horsen will be an account executive, specializing in toilet preparation and drug accounts.

Fischbeck Co. in New Offices

Charles Fischbeck Co., Inc., essential oils and aromatic chemicals, is now located in its new quarters at 119 W. 19th street, New York City, where executive offices and laboratories are located. The telephone number is Watkins 9-1570.

Mr. Fischbeck announces that Wallace A. Bush has been appointed sales manager and that Duncan M. Brown, for over five years on the laboratory staff of Ungerer & Co., has been appointed chemist. The company is planning to distribute its products throughout the United States. Further announcements about the company's plans will be made later.



Mr. Fischbeck

Rand Heads Merrimac Chemical

William M. Rand has been elected president of Monsanto Chemical Co.'s subsidiary, Merrimac Chemical Co., Everett, Mass. He succeeds Charles Belknap, who recently moved to St. Louis, headquarters of the Monsanto Chemical Co., as executive vice-president. Mr. Rand joined Merrimac in 1919.

Owens-Illinois Promotes Stanley McGivern

Stanley J. McGivern, formerly sales manager of the prescription ware division of the Owens-Illinois Glass Co., Toledo, and more recently manager of sales-merchandising, has been made assistant general sales manager of the company. Mr. McGivern was formerly connected with the Owens Glass Co., and when the new company was formed in 1927, he continued his association with the organization.

William C. Davis has been appointed director of merchandising for the industrial materials and structural materials divisions. Mr. Davis was formerly with the United States Gypsum Co., and his task is to set up a national sales organization that will adequately take care of the demands for fibrous glass as an industrial material, and glass block. The Owens-Illinois Glass Co. enters 1936 as one of the country's leading organizations in the production of building materials.

Doolittle on Pacific Coast

Addington Doolittle, president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., is spending two months on the Pacific Coast, contacting manufacturers of toilet preparations, soaps, flavoring extracts and allied industries and conferring with his Western representatives, Martin, Hoyt & Milne, Inc., San Francisco and Los Angeles. Mr. Doolittle will cover the entire Coast territory on his trip.

An interesting feature of the early part of his Western visit was a special meeting of the California Cosmetic Association at Los Angeles, January 8. Mr. Doolittle was the guest of honor and principal speaker at the meeting and showed his interesting motion pictures of essential oil and flower oil production, taken by himself in Southern France. He expects to return to the East about the first week in March.

Container Corp. Acquires Sefton Fibre Can

The Sefton National Fibre Can Co. of St. Louis has been purchased by the Container Corporation of America, Chicago, and the name

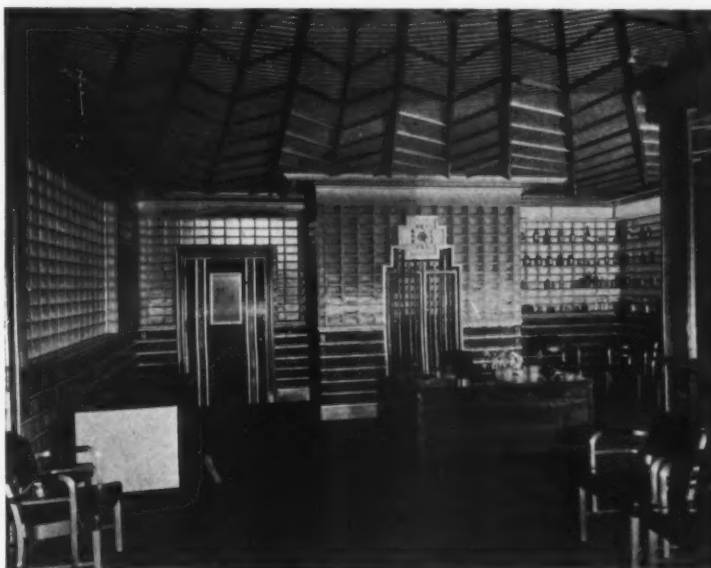
of the company has been changed to Sefton Fibre Can Co. Sales and operations will be continued from the St. Louis office, and Walter P. Paepcke, president of Container Corporation, is chairman. A. J. Baumgardt, comptroller of the Container organization, has been made president of the Sefton company.

Hold Organic Symposium

The American Chemical Society held its sixth organic symposium at Rochester, N. Y., December 30 to January 1. The meeting was under the auspices of the Rochester Section of the A.C.S. and the Division of Organic Chemistry of the society. About thirty technical papers on various phases of organic chemistry were presented by leading authorities in this field.

Dermont's, Inc., Organized

A new perfume laboratory and retail sales room has been opened by Dermont's, Inc., at 830 Southwest Tenth avenue, Portland, Oregon. The company will manufacture a rather complete line of cosmetics, barber and toilet preparations.



The reception room in the new executive quarters of the Owens-Illinois Glass Co., Toledo, reveals an interesting application of the new glass block developed by the company. Striking lighting effects are possible. The ceiling is sound-proof and fire resistant with glass "wool," another of the company's new products, which also affords an unusually decorative effect.

Change Basis of Wolf Award

A significant innovation in the structure of the 1935-36 Irwin D. Wolf Awards, in packaging, is announced by the American Management Association, sponsors of the awards and of the Sixth Packaging Exposition, to be held in the Pennsylvania Hotel, New York City, March 3 to 6.

"Effective with the 1935-36 Competition," says the announcement, "the Irwin D. Wolf Trophy and the Irwin D. Wolf Awards for Distinctive Merit become symbols of achievement based on a new series of measurements. These are expressed in twenty classifications."

Empire Distilling Appoints Holland

The Empire Distilling Co. has appointed Harry Holland & Sons Chicago distributors and will carry stocks at the Republic warehouse after February 1 for the convenience of its Chicago trade. Harry Holland & Sons also announce that they have been appointed as Chicago representatives for the Chemicolloid Laboratories, Inc., New Jersey, manufacturers of colloid mills.

Cathcart Joins W. E. Burns

O. J. Cathcart, who has been identified with the toilet preparations industry for many years, has become associated with Warren E. Burns, Inc., New York City, in a sales and executive capacity, and will be in charge of the New York office.

Dunning a Chicago Visitor

Harry E. Dunning, the congenial Sales Manager for American Commercial Alcohol Corporation, New York, spent several weeks in Chicago during the latter part of December, and was able to partake of the festivities of the Christmas banquet of the Chicago Drug and Chemical Association.

De Racoe Co. Organized

The De Racoe Co. has recently been organized with offices and showroom at 130 West 17th street, New York, and will manufacture complete new lines of shaving cream, tooth paste and general cosmetics. The company is the owner of "Richard's Old English" and "Underwood" brands of

shaving cream and tooth paste. Max L. Cohn, formerly president of Mineralava Laboratories, Inc., heads the new firm. Previous to his connection with Mineralava, he organized Societe La France, and was its president until its sale to Stein Cosmetic Co. some years ago.

Heads Mallinckrodt Chicago Office

Walter Nay is now in charge of the Chicago office of Mallinckrodt Chemical Co. to succeed Euclid Snow, recently deceased.

Stanton Heads Swift Soap

H. C. Stanton has been appointed manager of Swift & Company's soap department. Mr. Stanton formerly handled the specialty sales department for Swift & Co.

Laval Partnership Dissolved

Andre Laval Laboratories, New York City, announces the dissolution of the partnership between Andre Laval and Angelo Capisto.

Kelpex in New Quarters

Kelpex Laboratories, Inc., formerly at 821 East 66th street, Seattle, Wash., are now located in new quarters in the Republican building, that city.

National Can Opens Chicago Office

Robert S. Solinsky, assistant vice-president of National Can Co., Inc., New York, has announced the establishment of Mid-Western sales headquarters of the company in suite 3513 of the new Field Building, Chicago. This location in the center of Chicago's financial district augments extensive plant and warehouse facilities heretofore maintained in that city.

Sherwood Holds Christmas Party

The Sherwood Petroleum Co., Brooklyn, N. Y., held its Christmas party on the afternoon of December 21, when the spacious offices were cleared for a repast, dancing and other informal entertainment. Harold Sherwood, president of the company, and his associates received visitors in the trade who called to take part in the jollification.

Holds Eyebrow Pencils Cosmetics

The U. S. Court of Customs and Patent Appeals has just handed down a decision in the case of the Stationery Import & Export Corp. vs. United States, holding that eyebrow pencils had been properly classified as toilet preparations for tariff purposes. The contention of the importer was that the merchandise should have been classified as pencils and hence subject to a considerably lower rate of duty. The court held that the pencil casing of wood, although it is the component of chief value, is merely a convenient container and does not control the classification. Reference was made to the case of Factor vs. United States (15 Ct. Cust. Appeals, 401) in which a similar ruling was made on merchandise "practically identical" with that considered in the instant case.

Noxzema Recapitalized

The Noxzema Chemical Co., Baltimore, has been recapitalized by reducing the par value of the stock from \$10 to \$1 per share and increasing the number of shares to 500,000, of which 100,000 are voting common and 400,000 Class B common. An exchange of shares will be arranged. Net earnings for 1935 increased to \$7.52 per share from \$6.29 per share in 1934.

Wigginton Heads London Perfumers

The Perfumery Manufacturers' section of the London Chamber of Commerce has reelected Major J. H. R. Wigginton, M.C., F.C.S., M.P.S., as chairman. Major Wigginton is managing director of the Erasmic Co., Ltd.

Florasynth Increases Coast Facilities

Florasynth Laboratories, Inc., New York, has been forced by rapidly growing business to enlarge its already substantial facilities on the Pacific Coast. Supplies of Florasynth products are carried as in the past in both Los Angeles and San Francisco branches and, in addition, bulk stocks are now being stored in public warehouse in order that there may be no interruption in the company's prompt service to consumers.

The entire territory is under the di-



At the upper right is the Los Angeles headquarters and at the left the San Francisco branch of Florasynth Laboratories, Inc. At the right, Dr. Katz in conference with his son and Paul G. Fourman and his son, all members of the organization.



rection of Dr. Alexander Katz, vice-president of the company, who makes his headquarters at Los Angeles. His son, Leonard Katz, is in charge of this office, and Charles J. Horney has control of sales of perfumers' raw materials. The San Francisco branch is under the capable management of Paul G. Fourman and his son, Paul G., Jr. Stocks are also carried in Seattle under the supervision of E. J. Garvey, who is well-known to the trade in the Pacific Northwest. Shipments from this branch are also made into British Columbia where the company's representative is Russell Irish.

Dr. Katz is now in New York conferring with other executives of the company and will remain in the East until early in February.

Schaefer Heads D & C Square Club

Dr. Hugo H. Schaefer of the College of Pharmacy, Columbia University, has been elected president of the Drug and Chemical Square Club of New York. He succeeds Harry D. Koenig, president of Anré Cosmetics, Inc., New York, who was presented with a solid gold life membership emblem at the annual meeting, December 12. Other officers include Joseph G. Attwood, Harper Method Co., Inc., treasurer, and Fred G. Hammond, J. B. Williams Co., secretary.

Lazell Sale Brings \$4,150

Property of Lazell Perfumer, Inc., was sold at auction at the plant of the bankrupt concern in Newburgh, N. Y., December 20, on an order of Harry Arnold, referee in bankruptcy. Merchandise, trademarks, goodwill, formulas and orders on hand were bid in by First Machinery Co., New York, in bulk, at \$4,150. The sale included all the assets of the company excepting about \$4,000 in accounts receivable and \$600 cash. Federal and state tax liens against the corporation are in excess of the assets.

Affiliated Labs. Opens Plant

The Affiliated Laboratories, Kansas City, Mo., under the direction of Wm. A. Weyer, has taken over the building at Sixteenth and McGee streets, with 30,000 square feet of floor space.

Drug Trade Dinner March 19

Preliminary plans for the annual Drug Trade Dinner are now being made. The affair will take place at the Waldorf-Astoria Hotel, New York, March 19. It will be preceded by a reception which will begin at 6.30 P. M.

Asks Permission to Sell Matchabelli Stock

Public Administrator James F. Egan has requested permission of Surrogate James A. Foley of New York to sell, either publicly or privately, 5,278 shares of a total of 7,830 outstanding of Prince Georges Matchabelli Perfumery, Inc., for the estate of the late Prince Matchabelli. Mr. Egan has been acting as administrator of the estate. He estimates that the value of the stock is in the vicinity of \$300,000.

Also listed by Mr. Egan as assets were 575 shares of the French affiliate. Distributees of the proceeds would be Ilo Matchabelli, a brother, Thamar Matchabelli, a niece, and Nina Djingaradze, a sister of the late Prince.

Russian Essential Oils

All Union Research Institute of Sukhum, Transcaucas, U.S.S.R., has just sent us samples of nine essential oils distilled in the laboratories of the Institute. The oils are Mandarin Unshiu, Citrus Bigaradia, Laurus Nobilis, Rose, Myrtle, Turkish Orange, Lippia Citriodora, Rosmarin and Camphor Leaves. These samples are on display at our office, and are available to any one for inspection.



This Pleasant Rural Scene Shows Harvesting of Chamomile at Herb Farm, Ltd.

London Health and Beauty Exhibition

An event which attracted some little attention in London recently was the Health and Beauty Exhibition held in the New Horticultural Hall.

The exhibition, organized by Miss Billie Bristow (for Mensana, Ltd.) is the first to be held in England definitely linking together sport, diet, cosmetic surgery and the use of beauty products. Various athletic displays were given, including a demonstration of new exercises by Miss Prunella Stack (whose name is well known in the United States) and a team of members of the Women's League of Health and Beauty.

Although small, the exhibition was of a very compact character; and in the section devoted to beauty products, a number of interesting high-class cosmetics were shown, including some exclusive non-advertised lines. Of special interest may be mentioned the display of avocado cream by Flavia Compton, one of the first British firms to make use of avocado oil in cosmetics; and mention may also be made of the new "Joytecea" waterproof mascara, packed in collapsible tubes, a form of packing for mascara which might be more widely adopted. Interesting, too, was it to note the fact that gin appears to be definitely favored by some beauticians as a basis for refreshing and astringent skin lotions, at least two lotions of this type being shown by different firms. The use of cork, as a packing for cosmetics, illustrated by a beauty box made entirely of this ma-

terial, shown by Madame Thamar, Ltd., of London, is an interesting development which must not be overlooked.

The perfumes shown were mostly products attaining a definitely high quality standard, those of British manufacture including Morny's well-known and very fascinating "Chaminade" in its new dignified black-and-white pack, and a new "Gardenia" by H. Bronnley & Co., Ltd.

Kolynos, (Sales) Ltd., gave an interesting demonstration of filling and sealing tubes of dentifrice.

It is understood that the exhibition is to be an annual event; and, with the excellent organizing ability of Miss Billie Bristow behind it, it is an exhibition which may well grow in size, importance, and utility in making the British public increasingly beauty-conscious.

Leon Chiris Married

From the *Revue des Marques*, our French contemporary, we learn of the recent marriage of Leon A. Chiris, director of Etablissements Antoine Chiris, Paris and Grasse to Mlle. Anne-Marie Gilly. Mr. Chiris' many friends in the United States will join us in sincere congratulations.

Dr. Kertess Resigns From Chaleyer

Dr. F. A. Kertess has resigned as vice-president of Ph. Chaleyer, Inc., New York, and Dr. J. C. Legoll has been elected to succeed him.

Herb Farming in England

Herb Farm, Ltd., has been registered as a private company, with a capital of £2,000, to carry on the business of cultivating herbs, etc. The company will acquire the Herb Farm, Seal, Sevenoaks, situated in delightful scenery in Kent, a county which has been well described as the Garden of England. The present proprietor of the farm, Miss D. G. Hewer, B. Sc., F.R.H.S., and her sister are the directors of the new company, which will carry on the business of herb growing, drying, grinding, etc., along the same lines as before. The farm is so well known that, on one occasion, a letter addressed to "The Herb Farm, South England" was correctly delivered to it. The soil is particularly suited to the cultivation of herbs favoring dryness, and sage and lavender constitute two of the more important crops. In addition to modern drying sheds, a shed for grinding, a workshop for making some of the farm's special products, including potpourri and oranges stuck with cloves for perfuming linen, the terrain also includes a dwelling house, and a hostel for students.

Soap Association to Meet January 30

The annual meeting for the election of directors of the Association of American Soap & Glycerine Producers will be held at the Biltmore Hotel in New York, January 30.

The association, as a part of its service, is also undertaking a sales census of the soap industry. The purpose of this census is to answer a number of questions regarding the trend of the industry such as: Is soap consumption increasing or decreasing? Is white, or yellow, soap gaining? Are bars holding their own with chips, flakes, powders, granules? What progress are liquid soaps making? And other questions of a similar nature.

Marks Now with Lightfoot Schultz

Bernard L. Marks has been appointed sales manager of the Lightfoot Schultz Co., New York, manufacturer of soaps. Mr. Marks has been connected with J. Eavenson & Sons, Inc., Camden, N. J., for the last sixteen years, most of which were spent as director of toilet soap sales.

The American Perfumer



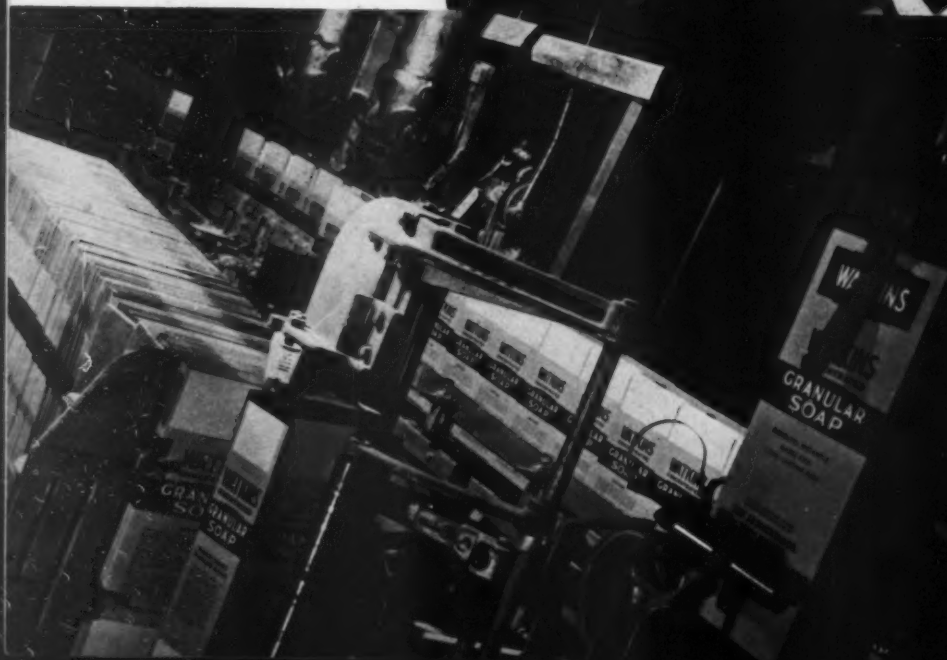
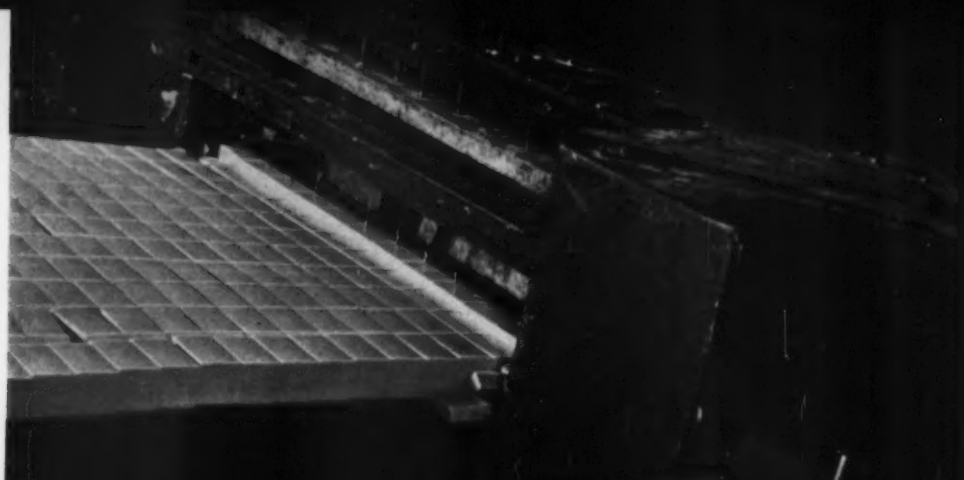
Soap

At the left, snowy ribbons of soap climb the conveyor stairs and enter the huge dryer, almost as long as a city block, from which they emerge (Below) for further processing.

Action studies of the manufacture of soap at the Newark plant of the J. R. Watkins Co., afford some splendid pictures by William Hill Field. The first picture at the upper right shows one of the seething kettles.

At the right, long bars are cut by rapid, automatic process, forming roughly finished cakes, which then move forward on conveyors.

When they reach the machine at the right the cakes are rounded and stamped and are ready for packaging. The cartoner, below, is not for bars but for granular soap, another important Watkins item.



Plaskon Co. New Name of Toledo Synthetic

Plaskon Company, Inc., is the new name of Toledo Synthetic Products, Inc., since January 1, 1936. The product of this company is "Plaskon," a urea formaldehyde plastic. The company started business in 1930, and has shown a marked increase in business annually throughout the depression. There will be no changes in the personnel or management of the company. New York offices will be opened in January at 41 East 42nd street.

George Robey Enters Industry

George Robey, the celebrated English comedian, is a director of Maison Blanche beauty parlor which was opened recently in Dover street, in the west end of London. The Marchioness of Londonderry was one of the guests who attended the opening. Mr. Robey is the proud possessor of the world's best known pair of eyebrows. He has been photographed for trade purposes undergoing the operation of having one or two hairs plucked from them. Mr. Robey is not a passive director of the new beauty parlor, but is said to prepare certain of the products used in his own laboratory.



Mr. Robey

Japan Producing Citronella Oil

Japan has hitherto covered its requirements in citronella oil by imports averaging annually about 200,000 yen, according to unofficial sources. In two or three years' time, however, it is hoped there will be no further need for imports. The producing company, the Takasago Perfume Company, Ltd. (Takasago Koryo K. K.) has manufactured this year about 60 tons of citronella oil from its own plantations in Formosa.

Irish House Enters Cosmetic Field

At the third annual meeting of shareholders, recently held in Dublin, Irish Pharmaceuticals, Ltd., declared a dividend of five per cent, less income tax. In addition to general

pharmaceutical products, this firm has recently undertaken the manufacture of a number of high-class beauty products, among which "Dawn" face-powder may be mentioned, as it has met with an excellent reception on the part of women in the Irish Free State. The powder is understood to be manufactured along ultra-modern lines, and analysis shows it to be free from carbonates which tend to interfere with the P_h value of the skin.

New Publishers for Toilet Requisites

Thomas R. Farrell and Frazer V. Sinclair, publishers of *Drug & Cosmetic Industry*, have been appointed to manage and publish *Toilet Requisites*, the journal for retailers of cosmetics. Mr. Sinclair was formerly associated with the late Frederick J. Pope, publisher of the magazine, as advertising director.

Increases Manufacturing Facilities

The manufacturing facilities of the General Flavoring Extract Co., Cincinnati, have been increased and the company now manufactures a complete line of flavorings for bakers, bottlers and rectifiers. It is successor to the Kreemy Nectar Co.

A. D. Smack Co. Moves

A. D. Smack Co. has moved its offices to 15 Moore street, New York City. The telephone numbers are Bowling Green 9-2608 and 2609.

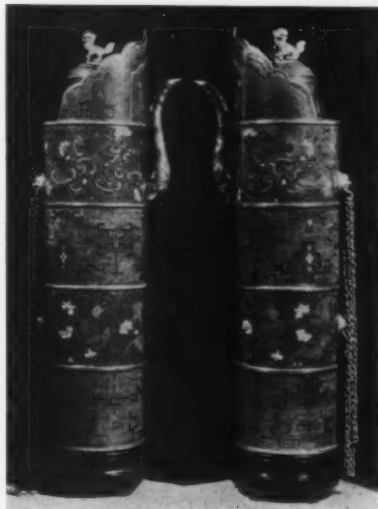
International Exhibition of Chinese Art

The International Exhibition of Chinese Art now being held at the Royal Academy, Burlington House, London, is the first comprehensive collection of the arts of China to be seen in Europe. The Exhibition is held under the auspices of the British and Chinese Governments. Their Majesties the King and Queen, and the President of the Chinese Republic have given their patronage. The nucleus of the exhibition is the large and precious selection of Imperial treasures from the Forbidden City lent by the Chinese Government; selections from the Royal Collections at Buckingham Palace and Windsor Castle are also included.

The Exhibition is proving the most popular of the several exhibitions of

national arts which have been held at the Royal Academy in recent years. A number of the exhibits have definite relation to the use of perfumes and cosmetics in China. Bronze mirrors dating from the Han Dynasty are the earliest objects shown which were used at the toilet. Incense-burners of various types and periods from the Han Dynasty onwards are well represented, and several examples are shown of lacquered incense boxes. Among the objects dating from the early Ming Dynasty are two charming rouge pots and covers, one with lotus scrolls in underglaze red, the other of egg-shell porcelain decorated in enamel. In another part of the Exhibition, a third rouge pot is to be seen. This dates from the 17th century, and is in *tê-hua* ware, with *ch'ih* dragons on relief on the lid.

Mention must also be made of the lovely and elaborate containers from potpourri and other solid perfumes. One such container is of remarkable design, since it was constructed so as to be used as a hat stand. Another takes the shape of a ball, with elaborately pierced walls, decorated in enamel. These two date from the period of Ch'ien-lung. Of special interest also are two distilling jars (shown in the photograph) in cloisonné enamel dating from the same period, and collec-



tions of 18th century snuff-bottles, including examples painted on the interior. This feat of craftsmanship is achieved by allowing the little finger-nail to grow to a length of about $1\frac{1}{2}$ inches. A fine brush is then attached to the end.

The Exhibition will remain open until March 7.

Chicago Association Elects

The annual business meeting and election of officers of the Chicago Perfumery Soap & Extract Association was held December 17. George A. Wrisley will head the association for the coming year. It is expected from custom that the executive committee will be as follows: George Wrisley, chairman, T. E. Hanshaw, M. B. Vance, J. H. Helfrich, W. H. Jelly.

Financially the association had an excellent year, and one of the outstanding items mentioned was the report of the entertainment committee headed by C. A. Hammond and M. B. Vance, reporting a profit of over \$400 for the year, when everybody had expected at least that amount listed in the deficit margin. The golf auxiliary reported a surplus, as did the bowling committee. The members voted 2 to 1 for a change to the Lake Shore Athletic Club for their monthly meetings, and therefore it is expected that the opening meeting for January will be held there.

Harper Method Holds Convention

Harper Method, Inc., Rochester, N. Y., held its annual Eastern Association convention at the Hotel Astor, New York, January 12 to 14. Several hundred Harper distributors were present and enjoyed a full program of lectures and demonstrations. A banquet and party were given the evening of the 13th. Martha Matilda Harper, president, presided at the sessions and talks were given by other members of the Harper executive staff.

Burns Reenters Oil Business

Warren E. Burns, active head and chief stockholder of the old Morana, Inc., then one of the largest essential oil houses in the United States, who disposed of his interest in the company about ten years ago, has again embarked in the essential oil business in New York City with offices at 243 West 17th street.

Mr. Burns is one of the better known men in the essential oil industry. Starting from scratch with the late Willard Walsh and the late Carl Schaezter, Mr. Burns organized Morana, Inc. The rise of the company to a dominating position was remarkable; and at the height of its prosperity Mr. Burns decided to seek retirement in Florida.

The opportunity to develop the citrus oil and by-products industry in

Florida appealed to him so strongly that he established a company for this work, first under the name of the Florida Citrus Oils Corp. and later under the name of Warren E. Burns, Inc. Like everything else he undertook it proved to be a success and is now one of the principal factors in the citrus juice and by-products business in Florida; doing a large domestic and export trade. To this business Mr. Burns announces that he has added a complete line of essential oils, aromatic chemicals and synthetics, further announcement of which will be made later.

Amic Here for Visit

Louis Amic of Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, arrived on the *Ile de France*, January 10, for a visit of about four weeks to the American trade. He is making his headquarters with the George Silver Import Co., New York, American representative of his house. Mr. Amic will visit the trade in New York and also travel through the Middle West. He expects to return to France on January 30.

New Appointments at American Can

American Can Co. has recently made the following changes in its credit department: G. E. Gaddis, credit manager for many years, has been transferred to the general sales department, with the title of "Special Representative." His headquarters will be in the New York office. To fill this vacancy, E. V. Evans, formerly assistant credit manager, has been appointed general credit manager. Mr. Evans' headquarters will also be in the New York office.

Edward T. Clark

Edward T. Clark, for several years vice-president and Washington representative of the United Drug Co., Boston, died at his Washington home, December 16, at the age of 57. Mr. Clark was a graduate of Amherst, where he became acquainted with the late President Coolidge. He became Mr. Coolidge's secretary when the latter was Vice-president and served in that capacity during his Presidency. He retired from public life in 1929, assuming the Washington work for United Drug Co. at that time. He leaves a widow and two sisters.

Frank E. Chase

Frank E. Chase, head of Maison Chase, St. Louis, died at his home in that city December 23 at the age of 55. Before founding the cosmetic company, Mr. Chase was president of the Enterprise Chemical Co. He leaves his widow, a son, his mother, and three brothers. Funeral services were held December 26 at the Lupton Funeral Chapel and burial was at Oak Grove Cemetery.

Mme. Jean B. Maubert

We record with regret the death in Grasse on November 25, of Mme. J. B. Maubert, mother of Maurice Maubert one of the principals of the house of P. Robertet & Cie.

Samuel Owen

Samuel Owen, president of Kress & Owen, New York, manufacturing chemists and makers of "Glycothymoline" died at Daytona Beach, Fla., January 7 at the age of 85. Mr. Owen was born at Dodrich, Ont., December 25, 1850. He moved to Chicago and later to Wheeling, W. Va., where he owned a retail drug store, where he developed the formulae for several proprietary remedies. One of these was the foundation of the Kress & Owen business which grew to world wide proportions. His wife, the former Alice Burford, died several years ago.

Howard Viele Brumley

Howard Viele Brumley, secretary of the Whitehall Tatum Co., New York, manufacturers of glassware, died at his home in Plandome, L. I., January 9, at the age of 65. Mr. Brumley had been connected with the company for 45 years.

Mario Aprosio

Mario Aprosio, president of the Italian National Fascist Council of Producers of Flowers and Medicinal Plants, died recently in Genoa at the age of 55. Mr. Aprosio had devoted almost his entire business life to the development of Italy's floral and medicinal cultures and was a member and officer of numerous scientific, commercial and agricultural bodies in addition to his official position. Under his direction, Italy, during the last few years, has made rapid advances in essential and flower oil research.

Frederick P. Beaver

Frederick P. Beaver, founder of the old Beaver Soap Co., now a part of the Beaver-Remmers-Graham unit of the Cincinnati Soap Co., died at his home in Dayton, January 4, at the age of 90. Mr. Beaver was born in Dayton and attended the public schools and business college in that city. After early business experience in the dry goods trade and service in the army during the Civil War, he organized the Beaver Soap Co., which rapidly became one of the leading Mid-Western soap companies. He retired from active business in 1907 and has since devoted his time to philanthropic work. He was a trustee of and contributed largely to Denison university and served for many years as a trustee and on numerous boards and committees of the First Baptist Church of Dayton. Surviving is his widow, the former Mary Thresher of Dayton.

Dr. Hugo Lieber

Dr. Hugo Lieber, prominent chemist and inventor, died at his home in New York City, January 3, at the age of 68. Among his many interests in the technical field were essential oils and he was the founder and for some years the head of H. Lieber & Co., which has now been succeeded by the Leebe Chemical Co. Funeral services were from his late home January 5 and honorary pallbearers included many eminent chemists and scientists. Surviving is his widow.

George Kolb

George Kolb, president of the George Borgfeldt Corp., died December 25 at the Lenox Hill Hospital, New York, at the age of 67. His company was for years interested in the importation of perfumery and was largely responsible for the success of a number of important French lines first introduced into this country through its efforts. Mr. Kolb leaves a widow and two brothers.

Howard H. Hopkins

Howard H. Hopkins, assistant to Lee H. Bristol, vice-president of the Bristol-Myers Co., New York, died December 16, at the age of 32. Mr. Hopkins was advertising manager for several of the Bristol-Myers products. He was a graduate of Cornell. Surviving are his widow and two small daughters.

CIRCULARS, PRICE LISTS, etc.

□ KIMBLE GLASS CO., VINELAND, N. J. *Catalog of "Normax" precision glass-ware.*

This handsome, illustrated catalog is devoted to the company's line of laboratory and precision glass ware. An airplane view of the plant at Vineland is included.

□ FELTON CHEMICAL CO., BROOKLYN, N. Y. *Catalog of Aromatic Products.*

This elaborate new catalog contains a price list of the aromatic chemicals produced in the company's Brooklyn factory, a list of terpeneless essential oils, and a very comprehensive list of specialties for perfuming toilet preparations, soaps and allied products. The



booklet is bound in heavy paper covered with transparent cellulose, the cover decoration being an array of stylized flowers. A list of the Felton branches in America and representatives abroad is given on the inside back cover.

□ IOWA SOAP CO., BURLINGTON, IA. *"Hawkeye Bulletin" for December, 1935.*

This month's issue discusses the "how and why" of the use of soap, giving the theory and practice of detergent properties.

□ INNIS, SPEIDEN & CO., NEW YORK. *"Isco News" for December, 1935.*

This interesting bulletin and price list has an attractive holiday cover. Special mention is made of products for the insecticide trade.

□ CHUIT, NAEF & CO., FIRMENICH & CO. SUCCESSORS, GENEVA, SWITZERLAND. *Sole U. S. agents: Ungerer & Co., New York. 1936 calendar.*

One of the most handsome calendars which has yet come into our office. Each month is on a separate page, to which is tipped on photographs of scenes in Switzerland in natural colors. These photographs are beautifully reproduced, and the scenes themselves are virtually a travelogue of that picturesque country in the Alps.

□ MERCK & CO., RAHWAY, N. J. *Catalog of Merck Industrial Chemicals.*

This price list of 28 pages gives specifications and current quotations on the complete line of Merck industrial chemicals, including many of interest to the manufacturer of soaps and toilet preparations.

□ ARMSTRONG CORK PRODUCTS CO., LANCASTER, PA. *"Modern Closures" for December, 1935.*

The current issue contains two pages of unusually interesting pictures of cosmetic and drug packages on which "Artmold" closures are being used.

□ GIVAUDAN-DELAWANNA, INC., NEW YORK. *"The Givaudanian," December, 1935.*

Considerable space in this issue is given to the Bourjois cosmetic tax decision. There is also a well written story on imitation, and a New Year editorial by Dr. Eric C. Kunz, executive vice-president of the company.

□ FRITZSCHE BROTHERS, INC., NEW YORK. *Price List.*

The wholesale price list of this company contains a comprehensive listing of essential oils, aromatic chemicals and specialties. Featured are the products made in the Fritzsche plant, Parfumeries de Seillans, Seillans, France.

□ DODGE & OLCOTT CO., NEW YORK. *Reference and Price List for January-February, 1936.*

This is a complete list of the essential oils, aromatic chemicals and specialties sold by Dodge & Olcott. Some interesting market news on a number of important oils appears on the inside front cover.

CANADIAN NEWS and NOTES



Northrop & Lyman Sales Meeting

The annual meeting of salesmen and executives of Northrop & Lyman Co. was held at the Royal York Hotel, Toronto, December 27. Satisfaction with the volume of business in 1935 and a feeling that the coming year would be still better in the drug trade were views expressed freely. A pleasing feature of the convention was the honoring of Charles G. Begg, the company's cashier who has been in the employ of Northrop & Lyman for 52 years. Salesmen were present from all over Canada to hear H. J. Howe, president, extend his cordial welcome. Mr. Howe spoke of the high calibre of the men representing the company on the road, and gave full credit to their splendid work in maintaining company sales.

This firm has now on the market, through the retail drug trade, a complete line of "Persian" toiletries including "Persian Balm," bath salts in two sizes and three colors, liquid cleansing cream, cold and vanishing creams, "Persian" deodorant, shampoos, brilliantine and four shades of face powder.

Price War in Montreal

A price war is in progress in Montreal with cutting being carried to unprecedented limits, it is stated. Some manufacturers of nationally advertised lines are stated to have curtailed consumer advertising in this territory until the price situation

regains its balance. It is also reported that certain manufacturers may enforce their refusal-to-sell privilege in the case of druggists who refuse to discontinue price cutting. Two of the largest drug stores in the city are blamed for starting the price war, neither of which is a chain store.

Opens Employment Bureau

At a recent meeting of the Travelling Men's Auxiliary to the O.R.D.A., it was decided to establish an Opportunities Bureau to render all assistance possible to members seeking positions. The bureau will keep a register of employers wanting men and of unemployed travellers desiring connections. The committee is composed of the president, L. E. Phenner, and Dr. Stanbury, secretary of the Canadian Pharmaceutical Association; W. C. A. Moffatt, editor of *Drug Merchandising* and representative of THE AMERICAN PERFUMER; Fred A. Jacobs, secretary of the O.R.D.A.; C. G. Carmichael, manager of Gordon & Gordon, Limited; Gordon Schaefer and E. J. Enright.

Lyman Agencies Toronto Branch

Lyman Agencies Ltd., Montreal have recently opened offices in the Commerce and Transportation Building, Toronto with T. G. Naylor in charge, according to announcement by J. Harmon Andrews, vice-president. Associated with Mr. Naylor in the Ontario field will be

F. A. Kilgore. "Our business in sundries," states Mr. Andrews, "has shown steady annual increase since 1928 and we now find ourselves obliged to add another representative to our staff to adequately cover Ontario. We are very fortunate in obtaining the services of Mr. Naylor, who for some years was connected with the National Drug & Chemical Co."

Lambert Pharmacal Takes Space

Arrangements have been completed by the Lambert Pharmacal Co., and the Prophylactic Brush Co., to occupy 22,000 ft. of space in the Wrigley Building, Carlaw avenue. Both these firms have previously been located on Adelaide street, West, but increasing business has made it urgent for them to occupy larger quarters at once.

Kissproof Opens in Canada

License has been granted to Kissproof, Inc., Windsor, Ont., a company created under the law of Delaware, to conduct the business of making, handling, buying and selling cosmetics, perfumery, soaps and toilet articles and carry on the business in Ontario, according to recent notice in the *Ontario Gazette*. Capital, in Ontario, of the corporation is to be limited to \$40,000. Harry W. Smith, Windsor, has been appointed by the corporation as its representative.

Offers New Lines

Replying to persistent requests, National Cellulose of Canada, Ltd., Toronto have offered two new numbers in the "Face-Elle" line of cleansing tissues, the small one comes in two shades, white and flesh and the larger one also in the same shades. The smaller item holds 50 single sheets while the larger item contains 300 sheets to the box.

The American Perfumer

Travellers Hold Final Meeting

Low Phenner, president of the Travelling Men's Auxiliary to the O.R.D.A. was recently tendered a Christmas present in the form of an attendance of over 70 members at the last meeting of the organization held at the King Edward Hotel, Toronto. The speaker was Professor R. O. Hurst whose subject was "Great Accidents." Professor Hurst is a popular friend of dozens of members of the G.M.A.

Mentholatum Stabilizes Prices

A price stabilization plan which became effective January 1, was recently announced by the Mentholatum Co., Fort Erie, Ont. The plan stresses the fact that no secret deals or discounts will be given and that the company's rebate policy will be continued as in the past.

Pinder Again Saskatoon Mayor

R. M. Pinder, head of a chain of drug stores in Saskatoon, Sask., and one of the best known men in the drug trade was recently reelected mayor, with a good majority.

Perth Firms Hold Sales Meetings

Two prominent drug manufacturing firms recently held their Christmas meetings, namely H. K. Wampole & Co., Ltd., and Andrew Jergens Co., Ltd., both of Perth, Ont. Representatives of these firms were present from almost every part of Canada.

Corbett Heads Pharmacy School

H. M. Corbett has been appointed to the presidency of the Council of the Ontario College of Pharmacy, succeeding W. G. Smith of Welland, Ont.

TESTS FOR RANCIDITY

The development of rancidity in soap was formerly attributed chiefly to the presence of unsaponified fat in the soap, resulting from an imperfect process of saponification. It has now become recognized, however, that even a completely saponified soap may turn rancid under certain conditions, and though, no doubt, the presence of free unsaponified fat does render a soap more liable to rancidity, other contributory causes may be the use of a fat charge in which some of the fat is already rancid, exposure of the soap to air and light, and the presence in the soap of even minute amounts of copper or iron, derived from the apparatus in which the soap has been made, such metal acting as a catalyst.

Any test, therefore, which assists the soap-maker to detect rancidity, both in his raw materials and in the fatty acids separated from a soap, will be of interest to him. One of the best known tests for rancidity is that of Kreis, and a modification of this was proposed in a paper read by M. A. Pyke before the last meeting of the Society of Public Analysts. In this new test, a solution of phloroglucinol in acetone is added to the oil or fatty acids, followed by a few drops of concentrated sulphuric acid, and the red color produced compared by means of the tintometer with the colors produced by standard amounts of epihydrinaldehyde, the substance which was shown a few years ago to be responsible for the color produced in the Kreis test by rancid oils.

Unfortunately, the test is specific for epihydrinaldehyde and as has been pointed out by several investigators, there are various types of rancidity, some of which do not give any reactions at all in the Kreis test, so that the absence of any red coloration is not necessarily a proof of the absence of rancidity. Tests on various oils and fatty acids from soaps have demonstrated, however, that the test is a useful one.—*Perfumery & Essential Oil Record.*

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER

Trade Marks Under Unfair Competition Act of 1932

N.S. 4125.—"Ascot." Toilet and shaving soaps. Albert Soaps, Ltd., Montreal, Canada.

N.S. 4133 and 4134.—"Stride" and design of nude figure of a man running in full stride, respectively. Foot powder. Stride Products Corp. of Ohio, Cleveland, Ohio.

N.S. 4145.—"Reyam Products." Hair-dressers' supplies. Harry Mayer, Toronto, Ont.

N.S. 4146.—"Remeur." Perfumery products and articles, soaps. Société Lanvin Parfums, Paris, France.

N.S. 4174.—Design of pictorial representation of a castle, associated with reading matter. Flavoring extracts. Castle Blend Tea Co. Ltd., Montreal, Que.

N.S. 4237.—"Poise." Perfumes. Yardley & Co. Ltd., Stratford, London, E., England.

N.S. 4266.—"Heller's." Flavoring extracts. B. Heller & Co., Chicago, Ill.

N.S. 4283.—"Satinmere." Skin cleansing creams and pastes, skin lotions, astringents, face powder, powder compacts and lipsticks. Alma Woodward Products Corp. of New York City, New York.

N.S. 4284.—"Preachers Hair Tonic." Hair tonic. George Garvin Joyner, Jackson, Tenn.

N.S. 4322.—"Le Secret de Suzanne." Toilet preparations. Suzanne Perichon, Paris, France.

N.S. 4332.—Design of rectangle in combination with a representation of a diamond jewel shaded to show a number of facets thereof. Toilet preparations. J. Parker Pray, Inc., New York, N. Y.

Industrial Designs

10933, 10937, 10938, 10939, 10940, 10941.—Closure cap or similar article. Anchor Cap & Closure Corp., Long Island City, New York.

Patents

354,565.—Sulphonic acid soap. The Shell Development Co., San Francisco, Calif., assignee of Otto Diepenbruck, Hamburg, Germany.

354,602.—Lime soap grease. Walter D. Hodson, Chicago, Ill.

354,691.—Soap base refining process. The Lever Brothers Co., Cambridge, assignee of John W. Bodman, Winchester, both in Massachusetts.

Rose Oil Imports Increase

United States imports of otto of roses for the first nine months of 1935 amounted to 22,721 ounces valued at \$168,000 as against 19,908 ounces valued at \$156,000 for a similar period of 1934.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920.

Trade Mark Registration Applied for (Act. of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

356,962.—See Illustration. Parfums Corday, Inc., New York, assignor to Parfumerie International Corday, of Lagarenne-Colombes, France. (Mar. 25, 1933.)—Perfumes, toilet waters, face lotions, face creams, face powders, rouges and lipsticks.

357,545.—See Illustration. Dearling, Inc. of New York. (Aug. 7, 1933.)—Perfume and deodorizing liquid dispensers made of base metal and sold to the trade empty.

360,896.—See Illustration. Ferd. Mulhens Inc., New York, N. Y., assignor to Paul Peter Mulhens, doing business under firm name of Eau de Cologne- & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne, Germany. (Jan. 24, 1935.)—Toilet preparations.

362,507.—See Illustration. Beauty Products, Inc., Denver, Colo. (Nov. 1, 1934.)—Hair tinting preparations.

364,500.—"BEAU GESTE." Luis Y Ca, Havana, Cuba. (Dec. 3, 1934.)—Perfumes, lipsticks, rouge, toilet water, face powders, vanishing creams, brilliantine and dentifrices.

365,880.—See Illustration. Saul S. Ganick, East Boston, Mass. (Mar. 26, 1935.)—Dessicated lemon juice for use in rinsing of the hair.

366,268.—"DERMETICS." Dermetics, Inc., Seattle, Wash. (Apr. 21, 1934.)—Toilet preparations.

366,763.—"AJAX PLUS." Commercial Sol-

The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

The American Perfumer, 9 East 38th St., New York City.

vents Corp., New York. (June 19, 1935.)—Alcoholic solvent, proprietary solvent having a general use in the industry, denatured alcohol.

367,649.—"MIDSUMMER NIGHT." Cecile Etieue, Paris, France. (June 28, 1935.)—Perfumes.

367,841.—See Illustration. Ure Druggist, Inc., Cleveland, Ohio. (June 1, 1934.)—Coconut oil shampoo, tooth paste, milk of magnesia tooth paste.

368,117.—See Illustration. Virginia Dare Extract Co. Inc., Brooklyn, N. Y. (Apr. 17, 1935.)—Flavoring extracts for foods.

368,266.—See Illustration. Merchants Chemical Co., Inc., New York. (May 1929.)—Soap powder, olive oil soap, dry cleaning soap in paste form, filter soaps, etc.

368,314.—See Illustration. Louis Volas, doing business as Actina Hair Tonic Co., Canton, Ohio. (Jan. 1, 1935.)—Hair tonic and dandruff remover.

368,509.—"PARASOL." Almay Pharmaceutical Corp., New York, N. Y. (June 20, 1935.)—Toilet preparations.

368,603.—"TEXITOL." Carbide and Carbon Chemicals Corp., New York. (July 22, 1935.)—Detergents for cosmetic industry.

368,743.—See Illustration. G. & S. Products Co. Inc., Columbus, Ohio. (July 2, 1935.)—Food flavoring extracts.

368,961.—See Illustration. Sontag Chain Stores Co. Ltd., Los Angeles, Calif. (Apr. 2, 1929.)—Cosmetics and toilet preparations.

369,126.—"DUART." Duart Manufacturing Co. Ltd., San Francisco, Calif. (Apr. 1, 1928.)—Permanent hair waving oil, permanent hair waving solution, hair conditioner solution, hair rinse, scalp treatment solution, and finger wave lotion.

369,289.—"Lucky Flowers." Benjamin Harris, doing business as Lucky Flowers Co., New York. (Aug. 6, 1935.)—Sachet.

369,446.—"GRO-FLEX." Gro-Flex, Corp., New York. (Aug. 1, 1935.)—Shampoo.

369,459.—"TIME-OUT." Pushrol Mfg. Co., Chicago, Ill. (Aug. 16, 1935.)—Preparation to sweeten the breath.

369,659.—See Illustration. Ernest O. Osborn, doing business as The Clov-O-Leen Co., Knoxville, Ia. (Jan. 2, 1935.)—Antiseptic for a mouth wash, dental hygiene, smoker's throat, etc.

369,835.—See Illustration. Donald S. Thatcher, doing business as Thatcher Laboratories, Milwaukee, Wis. (Jan., 1927.)—Mouth antiseptics.

369,883.—"Surrey House." General Cosmetics Corp., New York. (Sept. 23, 1935.)—Dusting powder, talcum powder, bath salts, bath oil, eau de cologne, etc.

369,890.—"Chaste." Krane Products, Newark, N. J. (May, 1935.)—Deodorant powder.

369,907.—See Illustration. Bourjois, Inc., New York. (Aug. 13, 1935.)—Perfume and face powder.

369,908.—See Illustration. Robert Briggs, New York. (Sept. 10, 1935.)—Hair lotion.

370,137.—See Illustration. Chesebrough Mfg. Co., Consolidated, New York, N. Y. (Jan. 11, 1933.)—Hair tonic.

370,458.—See Illustration. Ignazio Circkirillo, Little Ferry, N. J. (Sept. 15, 1935.)—Hair tonic.

370,469.—See Illustration. La Fain Sales Co., Buffalo, N. Y. (May 30, 1935.)—Hair wave setting solution.

370,478.—"ANJEL-SKIN." The Sterilek Co. Inc., Brooklyn, N. Y. (June 7, 1935.)—Facial and toilet tissues.

370,479.—"PRIMSIE." The Sterilek Co. Inc., Brooklyn, N. Y. (Feb. 8, 1935.)—Facial tissues.

370,518.—"Cosray." Los Angeles Soap Co., Los Angeles, Calif. (Sept. 27, 1935.)—Toilet soap, granulated soap, shaving cream, and brushless shaving cream.

370,561.—See Illustration. Paul C. Leatherman, doing business as Delgay, Palm Beach, Fla. (Sept. 3, 1935.)—Toilet preparations.

370,567.—See Illustration. Howard E. Nichols, St. Louis, Mo. (Oct. 1934.)—Hair stains.

370,589.—See Illustration. Laura Walters, doing business as Valoc Co., New York. (Apr., 1935.)—Wave set and hair tonic.

370,694.—"MIRACREME." Bloomingdale Bros., Inc., New York. (Sept. 14, 1935.)—Shaving cream.

370,700.—See Illustration. M. K. Diforio, doing business as Capus Pharmacy, Mamaroneck, N. Y. (1920.)—Face powder, perfumery, hair tonic, nail polish, rouge, toilet cream.

370,770.—"Ero-Sal." Alexander F. Lipton, doing business as Ero-Sal Co., Brooklyn, N. Y. (Feb., 1934.)—Preparation for cleaning teeth and gums.

370,831.—"Chassé-Croisé." Houbigant, Inc., New York. (Oct. 22, 1935.)—Perfumes, toilet water, face powder, talcum powder, bath salts, brilliantine, etc.

370,839.—"ROBERT." Robert Enterprise, Inc., New York. (1923.)—Toilet soaps.

370,866.—"VITALIS." Bristol-Myers Co., New York. (Jan., 1883.)—Hair tonic.

371,029.—"GREEN PASTURES." Green Pastures Cosmetic Co., Brooklyn, N. Y. (Oct. 21, 1935.)—Face powder, skin whitener, hair pomade, and perfume.

371,188.—"EMOTION." Vimay-Chany, Inc., doing business as Prince de Chany, Inc., Culver City, Calif. (June 27, 1935.)—Perfumes.

371,194.—"HOUSE OF LORD'S." The William A. Webster Co., Memphis, Tenn. (Sept. 1, 1935.)—Shaving cream.

371,237, 371,238.—See Illustrations. Spanish Trading Corp., New York. (Sept. 1, 1930.)—Castile soap.

371,506.—"SHARDO." Sharp & Dohme, Inc., Philadelphia, Pa. (Oct. 21, 1935.)—Preparation for the prevention and treatment of sunburn.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M330,576.—"Madame Curry's." Mattie Curry, Detroit, Mich. (Feb. 2, 1933. Serial No. 368,686.)—Hair grower compound.

M330,935.—See Illustration. Compagnie Parento, Inc., Croton-on-Hudson, N. Y. (Mar. 18, 1923.)—Natural and synthetic essential oils for perfuming purposes. Serial No. 366,461.

M330,943.—See Illustration. S. B. Hamilton, Knoxville, Tenn. (Sept. 11, 1932. Serial No. 370,239.)—Antiseptic mouth wash solution.

M330,952.—See Illustration. Ladenburg, Inc., New York, N. Y. (Sept. 12, 1935. Serial No. 356,115.)—Facial creams, vanishing creams, nourishing creams, hand lotions, face lotions, cold creams, etc.

M330,965.—"Dorothy Astor." Young & Spielman, doing business as Dorothy Astor Laboratories and Y & S Laboratories, New York, N. Y. (1925. Serial No. 364,604.)—Cosmetics and toilet preparations.

M331,099.—"Jane Heath." The Kurlash Co., Inc., Rochester, N. Y. (Nov. 1, 1934. Serial No. 359,586.)—Eyelash cream, liquid and cake mascara, and eye shadow.

M331,108.—"VIVIAN TRENT." Puritan Cosmetics Inc., St. Louis, Mo. (May 10, 1934. Serial No. 370,892.)—Deep wave hair lotion, nail enamel for finger nails, nail enamel remover, cuticle oil, cuticle remover, etc.

M331,110.—"SPAVINAW." Carl E. Nesbitt, doing business as Nesbitt Wholesale Grocery Co., Pawhuska, Okla. (Sept. 8, 1934. Serial No. 356,670.)—Flavoring extracts.

M331,329.—"NAILHELTH." Braun's Al-mabra Preparations, Inc., Wilmington, Del., and New York, N. Y. (Nov. 17, 1934. Serial No. 362,989.)—Manicure preparations.

Patents Granted

2,022,789.—Holder for cosmetics, soap sticks and other articles. Bruno Steinmann, Vienna, Austria.

2,022,963.—Compact and the like. Holly W. Jeffries, Chicago, Ill.

2,023,125.—Face cream. Barney J. Dryfuss, New York, N. Y., and Eugene F. Aubry, Jr., Weehawken, N. J.

2,023,230.—Collapsible tube and valve for

Ariseen
365,880
MYREM-OFORM
369,835



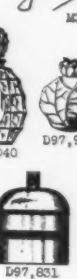
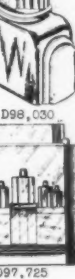
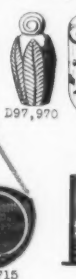
Marquita
371,238

Voyage à Paris
361,962



CORTINA
371,237

CHINTZ
360,896



368,743



370,589



370,137

Silverfine
367,841
cellowave
370,469



370,468



369,908

Delgay
370,561
ACTINA
362,507



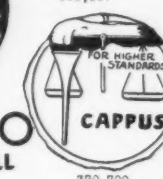
PRINCE DOLENSKY
M330,952



368,266



M330,943



370,700



368,961

Francis Mayne
M330,935

dispensing fluids. Horatio Whitehead Hutton, Croydon, England, assignor of one-half to Julius Cato Vredenburg, London, England.

2,023,877.—Flavoring Material. Albert K. Epstein and Benjamin R. Harris, Chicago, Ill.

2,023,905.—Hygienic container. Martin C. Schwab, Chicago, Ill.

2,024,146.—Dentifrice and method of making same. Herl L. Crowther, Los Angeles, Calif.

2,024,377.—Container for cosmetics or the like. Alex Limbach, Center Moriches, N. Y., assignor to Creators of Ideas, Inc., New York.

2,024,425.—Continuous soap crutcher. Robert V. Burt, Cincinnati, Ohio, assignor to The Procter & Gamble Co., Cincinnati, Ohio.

2,024,570.—Dispenser for perfume and the like. Max Fischman, Pittsburgh, Pa., assignor of one-half to Edward S. Sheinberg, Pittsburgh, Pa.

2,025,188.—Container top. Ralph W. Wilson, New York.

2,025,657.—Sachet container. Paul H. Ganz, New York.

2,025,810.—Closure for collapsible tubes. William Dinnes, Evon Township, Oakland County, Mich.

2,025,971.—Vanity case. Percy J. Callow-

hill, Providence, R. I., assignor to Hurst Inc., Boston, Mass.

2,026,012.—Automatic Closure for Outlets of Dispensing Containers. Guy B. Anderson, Baltimore, Md., assignor of one-half to Sophie B. Dickman, Baltimore, Md.

2,026,047.—Decorated box. Gideon R. Kreider, Jr., Lebanon, Pa.

2,026,211.—Applicator and closure for liquid containers. Edward J. Brennan, Hasbrouck Heights, N. J., assignor to Feminine Products, Inc., New York.

2,026,433.—Tooth powder container. William F. Punte, Syracuse, N. Y., assignor to Continental Can Co. Inc., New York.

2,026,462.—Container for dispensing powder. John Coyle, Baltimore, Md., assignor to Continental Can Co., Inc., New York.

2,026,476.—Powder puff and powder holder. Al Theodore Lawson, DeKalb, Ill.

Designs Patented

97,715.—Design for a vanity case or similar article. Alfred F. Reilly, North Attleboro, Mass., assignor to Evans Case Co., a corporation of Massachusetts.

97,723, 97,724.—Design for a cosmetic jar and design for a cosmetic box respectively.

Carl Weeks, Des Moines, Ia., assignor to The Armand Co., Des Moines, Ia.

97,725.—Design for a combined display stand and perfume bottles therefor. Arthur Botham, New York, assignor to Coty, Inc., Wilmington, Del.

97,756.—Design for a display stand for toilet powders. Arthur Botham, New York, assignor to Coty, Inc., Wilmington, Del.

97,831.—Design for a box or similar container. Harvey Avedon, East Elmhurst, N. Y.

97,926.—Design for a combination bottle, stopper, and stand. Jean Desprez, Paris,

France, assignor to S. A. Parfumerie Millot, Paris, France.

97,968, 97,969, 97,970, 97,971.—Designs for a bottle or similar container. Alice Spalding Bowen, Honolulu, Territory of Hawaii, assignor to S. & G. Gump Co., Honolulu, Territory of Hawaii, a corporation of California.

98,010.—Design for a box or similar container. Connie Lean, New York.

98,030.—Design for a jar. Charles L. Gount, Dunkirk, Ind., assignor to Bunt Brothers, Chicago, Ill.

98,040.—Design for a bottle. Florence N. Lewis, New York.

Charles Fischbeck Co., New York, vegetable and mineral oils, \$99,000. Filed by A. Edw. Moskowitz, 551 Fifth avenue, New York.

Graf of Fifth Avenue, Inc., New York, cosmetics, 12 shares no par value. Filed by Alexander A. Doblin, 1450 Broadway, New York.

Harry D. Koenig & Co., Inc., New York, cosmetics, dentifrices, 100 shares no par value. Incorporators: Harry D. Koenig, 473 West End avenue, New York; Tilda M. Frishman, 319 W. 18th street, New York; Irma Sezen, 210 E. 2nd street, New York. Filed by Albany Service Co., 315 Broadway, New York.

Lady Pauline Corp., Syracuse, N. Y., cosmetics, \$20,000. Filed by E. J. Page, S. A. & K. building, Syracuse, N. Y.

Maison Jeurelle - Seventeen, Inc., New York, toilet preparations, 1000 shares no par value. Incorporators: Howard A. Butler, 382 Burns street, Forest Hills, L. I.; Vera MacVean, 645 Hillcrest road, Ridgewood, N. J.; Allen Butler, 158 W. 58th street, New York. Filed by Howard A. Butler, 90 West street, New York.

Pickgan Labrofacts, Inc., New York, cosmetics and toilet preparations, 2500 shares no par value. Joseph Schultz, 551 Fifth avenue, New York.

Premier Products, Inc., New York, cosmetics, 500 shares no par value. Filed by Margaret C. Cowley, 420 Lexington avenue, New York.

Skol Products Co., Inc., Dover, Del., perfumeries, extracts, cosmetics, toilet articles, etc., \$306,000. Incorporators: Samuel C. Wood, Charles N. Caldwell, Jr., David H. Jackman, all of New York City.

Star Powder & Wax Corp., Brooklyn, N. Y., chemicals and cosmetics, \$20,000. Incorporators: Louis Starr, 9603 Church avenue, Brooklyn, N. Y.; Elmer Horowitz, 1452 Sterling place, Brooklyn, N. Y.; Freda Eisenberg, 438 Miller avenue, Brooklyn, N. Y. Filed by Benj. C. Klores, 401 Broadway, New York.

Tube Filling Corp., New York, cosmetics, \$20,000. Filed by Albany Service Co., 315 Broadway, New York.

Spazier Chemical Products, Inc., Dover, Del., soap. Incorporators: L. R. Wilson, L. A. Irwin, M. A. Desmond.

The Vanalite Co., Inc., 905 Metropolitan building, Detroit, Mich., toilet novelties, compacts, etc., \$40,000. Incorporators: Onesime Paquette, Myron J. Davis.

COMMERCIAL CITRONELLOLS

(Continued from page 57)

benzoyl chloride consist of a mixture of the terpinolene and limonene forms. Citronellols prepared synthetically by reduction from homogeneous citronellal (terpinolene form) or from geraniol are apparently uniform and have the terpinolene form. This is contrary to the earlier conception, according to which both the natural and the synthetic d-citronellol were regarded as consisting predominantly of the limonene form.

In this connection a few remarks on rhodinol may be of interest. In 1891, the name rhodinol, $\rho\delta\epsilon\omega\varsigma$, meaning coming from the rose, was given by E. U. Eckart⁸ to the mixture of citronellol and geraniol that he had separated from rose oil. Later, in 1900, Bouveault⁹ used the name rhodinol for the l-citronellol isolated with benzoyl chloride from rose or geranium oil, because he considered this alcohol different from ordinary citronellol and not merely its laevo-rotary modification. Accordingly rhodinol would refer to l-citronellol isolated from rose or geranium oil with benzoyl chloride. In other words, it is a mixture of perhaps 60 per cent of the terpinolene form and about 40 per cent of the limonene form. Actually products are now found on the market under the name rhodinol which differ in origin, method of production, and purity, and which do not correspond to the original definition. For example, 2,6-dimethyl-octen-2-ol- (8), prepared from methyl heptenol according to German patent 423544 was designated rhodinol for no sound reason.

There are then great differences in the properties of rhodinols and citronellols found on the market, differing in quality according to purity and method of production. It has been

known for some time that the odor of an aromatic chemical depends not only on its chemical purity but also on any slight change in the spatial arrangement of its isomers, as proven by Brauns and coworkers. Citronellols from essential oils contain varying impurities aside from the changing proportions of structural isomers.

¹ *Compt. rend.* 157 (1913), 1114.

² *Berl. Berichte* 41 (1908), 2191.

³ *Journ. f. prakt. Chemie*, N. F. 107 (1924), 193.

⁴ *Les Parfums de France* 12 (1934), 197.

⁵ *Comptes rend.* 198 (1934), 2242.

⁶ *Comptes rend.* 200 (1935), 1112.

⁷ *Journ. chem. Soc.* 1935, 781.

⁸ *Berl. Berichte* 24 (1891), 4206.

⁹ *Bull. Soc. chim* III 23 (1900), 458.

Also: Reports of Schimmel & Co. Gilde-meister and Hoffmann, *The Essential Oils*, third edition.

NEW COMPANIES

Anastasia, Inc., New York, cosmetics and toilet preparations, \$1,000. Incorporators: Anastasie Slattery, 100 W. 55th street, New York; Beulah Bailey, 118 Washington avenue, Albany, N. Y.; Herbert E. Liseman, 1775 Broadway, New York. Filed by J. W. Donnan, Box 38, Capital station, Albany, N. Y.

Athenia Manufacturing Co., Inc., New York, soaps, 24 shares no par value. Filed by Harry Berger, 205 West 34th street, New York.

Wm. H. Brown & Bro. Co. of New York, Inc., New York, perfumes and toilet water, \$10,000. Filed by Lurie & Feinberg, 38 Park Row, New York.

First Lady Products Corp., New York, \$10,000, cosmetics. Filed by Clara G. Brody, 200 W. 70th street, New York City.

BOOK REVIEWS

(Continued from page 63)

U.S.P. XI is in $4\frac{1}{2}$ to 8 volumes of 90 per cent alcohol; in X, in 10 volumes of 80 per cent alcohol. Optical rotation in XI -5° to -12° ; in X $-4^\circ 30'$ to -9° . The distillation requirement has been changed to read "less than 10 per cent distills below 165°C "; against "less than 1 per cent" in X.

Rose: Included in XI but not in X.

Rosemary: Optical rotation in XI, -5° to $+10^\circ$; in X, 0° to $+15^\circ$. Refractive index in XI, 1.464 to 1.476; in X, 1.466 to 1.472. This materially relaxes the standard.

Sandalwood: Refractive index has been broadened. In XI, 1.5000 to 1.5100; in X, 1.504 to 1.508.

Sassafras: Optical rotation broadened to $+2^\circ$ to $+4^\circ$, from $+3^\circ$ to $+4^\circ$ in X.

Mustard: A sulfuric acid identity test has been added in XI as well as a thiosinamine test.

Rectified turpentine: A new method of preparation is defined.

Where oils are not mentioned in the above review, no changes have been made in the new text.

HARVEY A. SEIL, Ph. D.

□ **ANNUAL REPORT ON ESSENTIAL OILS, SYNTHETIC PERFUMES, ETC.** Published by Schimmel & Co., A.G., Miltitz, Germany. Edition of 1934 covering calendar year 1933. Translated into English by Roland E. Kremers and J. Alfred Hall. Schimmel & Co., Inc., New York.

The current edition of this well-known work, which has just been prepared for distribution in America, is well up to the excellent standard set by previous volumes in the series. The Schimmel staff is noted for the thoroughness of its research work and the soundness of its selection of articles for abstraction. The current volume will undoubtedly be as well received as have its many predecessors.

The work starts with a section of 65 pages devoted to commercial notes and scientific reports on volatile oils. Many of the oils treated are comparatively rare, but the more familiar ones are given exceptionally adequate treatment. Clove, caraway and other spice oils come in for lengthy review. Citronella and geranium are also treated at length, but the most important and voluminous

section is given over to citrus oils. Complete statistics of crops and prices and elaborate price charts are included.

The following section of 11 pages is devoted to pharmacopoeial revisions which were made during 1933. Each oil is listed and the changes made in official texts are given. Chemical preparations and drugs are then treated in seven pages and the remainder of nearly 60 pages is devoted to reports on researches carried on in the Schimmel laboratories, and abstracts prepared there from the work of other scientists in all parts of the world.

The book is bound in the usual gray paper style, is well printed, and the translations are unusually good. A feature is the complete bibliography and reference notes which permit the student to pursue almost every subject as far as he wishes. It is scarcely possible to give too much credit to the house of Schimmel for these splendid contributions to the scientific side of the essential oil industry.

S. L. M.

□ **THE THEORY OF EMULSIONS AND THEIR TECHNICAL TREATMENT.** Third edition (Nov., 1935), 91 illustrations, 458 pages, Cloth \$8.00. P. Blakiston's Son & Co., Philadelphia.

This work represents an immense amount of effort upon the part of the author—much more so than is the case with the usual technical book. This is due to the fact that Dr. Clayton not only discusses the technical and theoretical aspects of the subject, but the mathematics involved in the theoretical considerations are greatly enlarged upon. It is, of course, necessary to include these in a complete work on emulsions. Most authors of books on chemical subjects, however, are bent not to give so thorough a mathematical treatment of a subject. It can also be said that most readers of the work will not give this phase of the work the full attention it merits.

To those interested in the technical branch of emulsions those sections of the work which lucidly describe emulsifying agents, miscellaneous emulsions, preparation of emulsions, de-emulsification and properties of emulsions will be read with considerable interest and advantage. The author gives a very thorough insight into these practical, technical considerations of the subject. For this reason alone the book should find its way to the library of soap or cosmetic chem-

ists. The importance of various soaps in emulsions is briefly discussed. Only passing mention is made of emulsions employed in the toilet article industry. In spite of this, the practical applications and methods of preparing emulsions in the other industries, which are included, may readily be adopted and found useful and enlightening to the cosmetic chemist.

DR. E. G. THOMSEN.

New Products and Processes

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

"A high melting, synthetic wax, which has been named 'Albacer,' has recently been introduced by the Glyco Products Co., Inc., New York. This wax, which has a melting point of $95-97^\circ\text{C}$, is hard, white and highly lustrous. It is non-toxic, free from odor and taste. Insoluble in water, it dissolves hot in hydrocarbon and chlorinated solvents, the best solvent being a mixture of one part of butanol, six parts of toluol and four parts of butyl acetate, which will hold in solution up to 5 per cent 'Albacer' at room temperatures.

"'Albacer' can be melted with synthetic resins, mineral and vegetable oils and other waxes producing products with many interesting properties. It is absolutely free from paraffin wax, chlorine, phenol, sulfur and any harmful, corrosive or toxic substances. 'Albacer' is recommended for polishes, cosmetics, paper and similar coatings, electrical insulation work, dental waxes, etc."

Business Records

Bankruptcy

Frank E. Deborde, manufacturing pharmaceutical and cosmetic supplies, 211 E. 35th street, New York. Liabilities, \$14,771; no assets.

Receivers Appointed

Jules Richard, Inc., 14 E. 32nd street, New York, vanity cases. Joseph T. Stearns was appointed under \$2,000 bond by Judge Caffey.

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40	Grape Fruit	3.00@	Spruce	.65@	.80
S. P. A.	2.50@	2.75	Conc.	24.00@	Styrax	5.80@	6.50
Sweet True	.58@	.65	Guaiac (Wood)	4.00@	Tansy	1.80@	2.10
Aprical Kernel	.30@	.36	Hemlock	.65@	Thyme, red	.72@	.85
Amber, crude	.25@	.30	Hops	9.00@	White	.85@	1.25
rectified	.52@	.60	Horsement	2.85@	Valerian	14.50@	15.00
Ambrette	(oz.) 46.00@		Hysop	40.00@	Verbena	3.75@	7.00
Amyris balsamifera	3.00@	3.25	Juniper Berries	1.30@	Vetivert, Bourbon	11.00@	13.00
Angelica root	98.00@		Juniper Wood	.60@	Java	15.00@	25.00
seed	1.90@		Laurel	11.50@	East Indian	30.00@	
Anise, U. S. P.	.60@	.65	Lavender, English	32.00@	Wine, heavy	1.25@	
Araucaria	1.75@	1.85	French	3.75@	Wintergreen, Southern	3.35@	3.75
Aspic (spike) Span.	1.35@		Lemon, Italian	1.80@	Penn. & Conn.	4.50@	8.00
French	1.55@		Calif.	1.50@	Wormseed	2.20@	2.30
Balsam, Peru	5.75@	6.25	Lemongrass	.65@	Wormwood	2.55@	3.00
Balsam, Tolu, oz.	4.25@		Limes, distilled	6.25@	Ylang-Ylang, Manila	29.00@	35.00
Basil	(oz.) 2.35@		expressed	11.00@	Bourbon	5.00@	8.00
Bay	1.50@	1.75	Linaloe	1.60@			
Bergamot	1.80@	1.90	Lovage	35.00@			
Birch, sweet N. C.	1.60@	2.10	Mace, distilled	1.30@			
Penn. and Conn.	2.15@	3.00	Mandarin	4.00@			
Birchtar, crude	.17@	.19	Marjoram	6.25@			
Birchtar, rectified	.85@	.90	Melissa	4.00@			
Bois de Rose	1.40@	3.00	Mirbane (see Nitrobenzol)				
			Mustard, Genuine	8.50@			
Cade, U. S. P.	.30@	.33	artificial	1.95@			
Cajeput	.55@	.80	Myrrh	10.00@			
Calamus	3.50@		Myrtle	3.25@			
Camphor "white"	.22@	.26	Neroli, Bigarde, P.	55.00@			
Cananga, Java native	2.70@	3.00	Petale, extra	70.00@			
rectified	3.10@	3.60	Niaouli	3.45@			
Caraway	2.05@	2.20	Nutmeg	1.30@			
Cardamon, Ceylon	12.00@	30.00	Olibanum	5.50@			
Cascarilla	60.00@	85.00	Orange, bitter	2.50@			
Cassia, 80@85 p.c.	1.10@		sweet, W. Indian	2.60@			
rectified, U. S. P.	1.25@	1.40	Italian	2.80@			
Cedar leaf	.60@	.70	Spanish	2.60@			
Cedar wood	.23@	.28	Calif. exp.	3.00@			
Cedrat	4.15@		dist.	.75@			
Celery	12.00@		Origanum, Spanish	1.00@			
Chamomile	(oz.) 3.00@	7.00	Orris root, con (oz.)	4.00@			
Cherry laurel	12.00@	15.00	Orris root, abs. (oz.)	35.00@			
Cinnamon, Ceylon	12.00@	20.00	Orris Liquid	18.00@			
Cinnamon, Leaf	2.25@		Parsley	10.75@			
Citronella, Ceylon	.23@	.28	Patchouli	5.50@			
Java	.30@	.35	Pennyroyal Amer.	2.15@			
Cloves Zanzibar	.95@	1.05	French	1.55@			
Cognac	18.00@	21.00	Pepper, black	6.00@			
Copaiba	.45@	.50	Peppermint, natural	2.00@			
Coriander	4.80@	5.25	Redistilled	2.30@			
Croton	1.50@	1.75	Petitgrain	1.10@			
Cubebs	3.00@	3.25	French	2.35@			
Cumin	8.75@	9.00	Pimento	1.60@			
Curacao peels	5.00@	5.25	Pine cones	3.00@			
Curcuma	3.00@		Pine needles, Siberia	1.00@			
Cypress	12.00@		Pinus Sylvestris	2.00@			
			Pumilionis	2.20@			
Dillseed	3.50@	5.25	Rhodium, Imitation	2.00@			
Elemi	1.65@		Rose, Bulgaria (oz.)	6.00@			
Erigeron	1.50@	1.60	Rosemary, French	.40@			
Estragon	35.00@	38.00	Spanish	.36@			
Eucalyptus	.35@	.38	Rue	2.50@			
Fennel, Sweet	1.20@	1.30	Sage	2.00@			
Galbanum	15.00@		Sage, Clary	30.00@			
Galangal	42.00@		Sandalwood, East India	5.50@			
Geranium, Rose			Australia	5.75@			
Algerian	5.15@	7.50	Sassafras, natural	.85@			
Bourbon	5.00@	6.00	artificial	.50@			
Spanish	16.00@		Savin, French	1.85@			
Turkish	1.85@	2.10	Spearmint	1.65@			
Ginger	3.60@	4.50	Snake root	11.50@			
Gingergrass	3.25@	4.10					

TERPENELESS OILS

Bay	3.75@	4.00
Bergamot	5.75@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiter "less"	85.00@	
Lavender	7.00@	8.50
Lemon	8.00@	14.50
Lime, ex.	50.00@	72.00
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	3.00@	3.25
Capsicum, U. S. P. X.	2.20@	
Alcoholic	3.20@	
Cubeb	3.25@	
Ginger, U. S. P. VIII.	2.50@	2.60
Alcoholic	3.30@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.50@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.00@	8.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.50@	2.50
Acetyl Iso-eugenol	7.50@	8.00
Alcohol C 8	16.00@	20.00
C 9	26.00@	40.00
C 10	23.00@	30.00
C 11	20.00@	25.00
C 12	14.00@	25.00

Aldehyde C 8	30.00@		Linalyl Anthranilate	15.00@	Beeswax, white	.35@	.37
C 9	45.00@	7000.	Linalyl Benzoate	10.50@	yellow	.28@	.30
C 10	42.00@	60.00	Linalyl Formate	9.00@	Bismuth sub-nitrate	1.35@	1.40
C 11	33.00@	50.00			Boric Acid, ton	125.00@	140.00
C 12	42.00@	48.00	Menthol, Japan	3.45@	Calamine	.16@	.20
C 14 (so-called)	15.75@		Synthetic	2.25@	Calcium, phosphate	.08@	.08 3/4
C 16 (so-called)	15.00@	25.00	Methyl Acetophenone	1.50@	Phosphate, tri-basic	.13@	.15
Amyl Acetate	.75@		Methyl Anthranilate	2.50@	sulphate	.03 3/4@	.04
Amyl Butyrate	1.05@	1.25	Methyl Benzoate	1.00@	Camphor	.57@	.65
Amyl Cinnamate	2.50@		Methyl Cinnamate	3.65@	Cardamom seed	.80@	.85
Amyl Cinnamate Aldehyde	3.90@	4.00	Methyl Eugenol	2.90@	Castoreum	16.50@	18.00
Amyl Formate	1.60@	1.90	Methyl Heptenone	3.00@	Cetyl Alcohol	.75@	1.50
Amyl Phenyl Acetate	3.00@	4.00	Methyl Heptene C'b.	25.00@	Pure	1.90@	2.15
Amyl Salicylate	.90@		Methyl Iso-eugenol	7.50@	Chalk, precip.	.03 1/2@	.06 1/2
Amyl Valerate	2.00@	2.40	Methyl Octine Carb.	24.00@	Cherry laurel water, gal.	1.25@	
Anethol	1.00@	1.15	Methyl Paracresol	4.00@	Citric acid	.30@	.35
Anisic Aldehyde	3.25@		Methyl Phenylacetate	2.25@	Civet, ounce	4.00@	4.50
			Methyl Salicylate	.42@	Clay, Colloidal	.03@	.03 1/2
Benzaldehyde, U. S. P.	1.30@		Musk Ambrette	5.00@	Cocoa butter	.13 1/2@	.14
F. F. C.	1.55@	1.90	Ketone	5.25@			
Benzophenone	1.75@	2.00	Xylene	1.50@	Fatty Acids (See Next Page)		
Benzyl Acetate	.70@	.85			Formaldehyde	.06@	.06 1/4
Benzyl Alcohol	.95@	1.25	Nerolin (ethyl ester)	1.50@	Formic acid	.12@	.16
Benzyl Benzoate	1.05@	2.00	Nitrobenzol	.15@	Fuller's Earth, ton	16.00@	30.00
Benzyl Butyrate	5.50@	6.25	Nonyl Acetate	46.00@			
Benzyl Cinnamate	7.15@	9.00	Octyl Acetate	35.00@	Guaran	.75@	1.25
Benzyl Formate	3.75@				Gum Arabic, white	.24@	.25
Benzyl Iso-eugenol	15.00@	18.00	Paracresol Acetate	4.00@	Amber	.11 1/2@	.12
Benzylidenacetone	2.50@	4.00	Paracresol Methyl Ether	3.50@	Gum Benzoin, Siam	1.15@	1.45
Borneol	1.75@	2.00	Paracresol Phenyl-Acetate	10.00@	Sumatra	.20@	.22
Bornyl Acetate	1.75@	6.00	Para Cymene, (gal.)	1.25@	Gum galbanum	.90@	1.05
Bromstyrol	4.50@	5.00	Phenylacetaldehyde 50%	5.00@	Gum myrrh	.38@	.40
Butyl Acetate	.60@		100%	8.00@			
Butyl Propionate	2.00@		Phenylacetic Acid	2.25@	Henna, powd.	.12@	.18
Butyraldehyde	12.00		Phenylethyl Acetate	5.00@	Hydrogen peroxide	.05@	.08
			Phenylethyl Alcohol	3.00@	Kaolin	.06@	.08
Carvene	1.15@		Phenylethyl Anthranilate	16.00@			
Carvol	4.00@	4.25	Phenylethyl Butyrate	8.50@	Labdanum	3.50@	5.50
Cinnamic Acid	4.00@		Phenylethyl Formate	12.50@	Lanolin, hydrous	.18@	.22
Cinnamic Alcohol	3.60@		Phenylethyl Propionate	9.50@	anhydrous	.20@	.24
Cinnamic Aldehyde	1.75@	2.50	Phenylethyl Val'rate	16.00@	Lavender flowers	.55@	1.15
Cinnamyl Acetate	8.00@	12.00	Phenylpropyl Acet.	8.00@			
Cinnamyl Butyrate	12.00@	14.00	Phenylpropyl Alcohol	4.50@	Magnesium, Carbonate	.06 3/4@	.07 1/2
Cinnamyl Formate	13.00@		Phenylpropyl Aldehyde	8.00@	Stearate	.19@	.25
Citral C. P.	2.50@	3.00	Rhodinol	11.00@	Sulfate	.02 1/2@	.03
Citronellal	2.00@	2.40			Musk, ounce	15.00@	25.00
Citronellol	2.25@	2.75	Safrol	.65@			
Citronellyl Acetate	3.50@	5.00	Santalyl Acetate	22.50@	Oils, Vegetable (See Next Page)		
Coumarin	3.25@	3.50	Skatol C. P.	7.00@	Olibanum, tears	.15@	.32
Cuminic Aldehyde	40.00@	62.00	Styralyl Acetate	15.00@	siftings	.10@	.14
			Styralyl Alcohol	20.00@	Orange flower water, gal.	1.50@	
Dibutylphthalate	.30@	.36			Orange flowers	.30@	.90
Diethylphthalate	.32@	.37	Terpineol, C. P.	.45@	Orris root, powd.	.20@	.75
Dimethyl Anthranilate	7.00@	8.50	Terpinyl Acetate	1.00@			
Dimethyl Hydroquinone	3.50@	4.00	Thymene	.45@	Paraffin	.04 1/2@	.07
Dimethylphthalate	.50@	.60	Thymol	1.55@	Patchouli leaves	.16@	.20
Diphenylmethane	1.75@	2.45	Vanillin (clove oil)	3.75@	Petrolatum, white	.07@	.11
Diphenyloxide	1.20@		(guaiacol)	3.65@	Phenol	.16@	.20
Ethyl Acetate	.30@	.50	Vetiveryl Acetate	30.00@	Potassium, Carbonate	.13@	.16
Ethyl Anthranilate	6.50@	8.50	Violet Ketone Alpha	5.00@	Hydroxide	.07 1/4@	
Ethyl Benzoate	1.20@	1.75	Beta	5.50@	Quince seed	.50@	1.00
Ethyl Butyrate	1.00@		Methyl	5.25@	Reseda flowers	1.50@	1.65
Ethyl Cinnamate	4.45@		Yara Yara (methyl ester)	1.50@	Rhubarb root, powd.	.42@	.48
Ethyl Formate	1.00@	1.25			Rice starch	.12@	.15
Ethyl Propionate	1.40@	2.50	BEANS		Rose leaves, red	1.80@	2.00
Ethyl Salicylate	1.15@	2.50			Rose water, gal.	1.25@	
Ethyl Vanillin	15.00@	20.00	Tonka Beans, par.	1.25@	Salicylic acid	.40@	.45
Eucalyptol	.55@	1.00	Angostura	2.50@	Sandalwood Chips	.45@	.50
Eugenol	2.30@	3.50	Vanilla Beans		Saponin	1.75@	
Geraniol, dom.	1.50@	6.00	Mexican, whole	3.25@	Soap, neutral white	.19@	.23
Geranyl Acetate	2.00@	3.00	Mexican, cut	2.80@	Sodium, Carb. Crys.	.01 3/4@	.02 1/4
Geranyl Butyrate	6.00@	8.00	Bourbon, whole	2.45@	Phosphate, Tribasic	.02 1/2@	.04
Geranyl Formate	5.00@	7.00	South American	2.60@	Spermaceti	.22@	.25
Heliotropin, dom.	2.25@	2.65			Styrax	.40@	3.25
foreign	2.35@	2.50	SUNDRIES AND DRUGS		Sulfur, precip.	.17@	.20
Hydratopic Al'hyde	25.00@	27.50	Acetone	.12@	Tartaric acid	.27@	.30
Hydroxycitronellal	3.00@	8.00	Alcohol, 190-pf. gal.	4.29@	Titanium oxide	.22@	.25
Indol, C. P.	(oz.)	2.25@	Almond meal	.21@	Tragacanth, No. 1	1.20@	1.50
Iso-borneol	2.30@		Alum, potash	.03 1/4@	Triethanolamine	.45@	.50
Iso-butyl Acetate	2.65@		Aluminum chloride	.10@			
Iso-butyl Zenzoate	2.75@	3.25	Ambergris, ounce	25.00@	Venice turpentine, gal.	.42@	.45
Iso-butyl Salicylate	3.00@	6.00	Balsam, Copaiba	.20@	Vetivert root	.30@	
Iso-eugenol	3.50@	4.00	Fir, Canada, gal.	9.00@	Violet flowers	.95@	1.15
Iso-safrol	2.00@		Oregon	1.00@			
Linalool	2.30@	5.00	Peru	1.50@	Zinc peroxide	1.10@	1.75
Linalyl Acetate 90%	3.00@	5.00	Tolu	.50@	Oxide	.13 1/2@	.15
					Stearate	.21@	.28

NEW YORK MARKET REPORT

TRADE in essential oils, chemicals, and other products used by perfumers and toilet goods manufacturers slackened in December. When compared with a year ago, however, the downward curve was by no means as great. In fact, suppliers in many instances were able to point to increases over 1934.

The urgent request for many items continued right up to the day before Christmas. Such a demand was readily understandable, however, in the face of record retail sales.

The lull which is usually witnessed

in January is expected to be of shorter duration, especially in the flavoring oil group. Stocks of these in the hands of food and beverage manufacturers, also large users, have been badly depleted, and a wave of replacement buying from these industries is likely to provide a considerable amount of activity.

While price movements in the oil group were in some instances downward over the closing weeks of last year, such a development was said to be largely due to conditions in primary markets rather than to any unusual selling pressure on the part of local deal-

ers. Among the oils registering declines were orange, lemon, bergamot and citronella.

A mixed tone prevails in vanilla beans. French beans display a hardening tendency, while the Mexican and South American sorts show weakness with indications pointing to a further decline. Late advices from Mexico indicate that the agricultural ministry is greatly alarmed over the fact that vanilla exports have decreased nearly 50 per cent in the past ten years, and that their product is gradually being crowded out of the American market by that from the French colonies. It is their opinion that Mexican vanilla men can in the future well afford to make concessions in an effort to head off competition in the American market.

PRICES OF SOAP MATERIALS

Tallow and Grease

Tallow, N. Y. C. extra	\$.067 $\frac{1}{8}$ @	
Edible	.091 $\frac{1}{4}$	Nominal
Fancy	.093 $\frac{1}{4}$ @	
Grease white	.065 $\frac{1}{8}$ @	.071 $\frac{1}{2}$
House	.057 $\frac{1}{8}$ @	.06
Yellow	.057 $\frac{1}{8}$ @	.06
Lard	.123 $\frac{1}{4}$ @	.141 $\frac{1}{4}$

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.101 $\frac{1}{4}$ @	.11
Corn Oil, 95% T.F.A. tanks	.123 $\frac{1}{4}$ @	.13
Red Oil, distilled, tanks	.083 $\frac{1}{4}$ @	
Saponified	.095 $\frac{1}{8}$ @	.105 $\frac{1}{8}$
Stearic Acid, single pressed, c.l.	.091 $\frac{1}{2}$ @	.101 $\frac{1}{2}$
Double pressed	.10 @	.11
Saponified	.101 $\frac{1}{2}$ @	.111 $\frac{1}{2}$
Triple pressed	.123 $\frac{1}{4}$ @	.133 $\frac{1}{4}$
Saponified	.13 @	.14

Soap Making Oils

Castor No. 1, tanks	.10 @	
No. 3, tanks	.091 $\frac{1}{2}$ @	
Coconut, Manila Grade, tanks	.041 $\frac{1}{2}$ @	.045 $\frac{1}{8}$
Corn, crude, Midwest mill, tanks	.101 $\frac{1}{4}$ @	.103 $\frac{1}{8}$
Cotton, crude, Southeast, tanks	.093 $\frac{1}{8}$ @	.091 $\frac{1}{4}$
Refined	.12 @	
Lard, common No. 1 barrels	.091 $\frac{1}{2}$ @	
Olive, denatured, max. 5% F.F.A.		
bbls., gal.	.78 @	.80
Foots, Prime, green, barrels	.085 $\frac{1}{8}$ @	.083 $\frac{1}{4}$
Palm, softs, max. 20% F.F.A., drums	.041 $\frac{1}{8}$ @	
Niger, casks	.043 $\frac{1}{8}$ @	.045 $\frac{1}{8}$
Palm, Kernel, tanks	.041 $\frac{1}{2}$	Nominal
Peanut, crude, barrels	.093 $\frac{1}{4}$	Nominal
Refined, barrels	.131 $\frac{1}{2}$	Nominal
Soya beans, max. 2% F.F.A. Midwest mill tanks	.08 @	.09
Tallow, acidless, barrels	.093 $\frac{1}{4}$ @	.10

Whale, Crude No. 1, Coast, tanks	.041 $\frac{1}{4}$ @	
Refined, barrels	.071 $\frac{1}{2}$ @	.073 $\frac{1}{4}$

Glycerine

Chemically pure, drums extra	.141 $\frac{1}{2}$ @	.16
Dynamite, drums included	.133 $\frac{1}{4}$ @	.14
Saponification, drums	.11 @	.111 $\frac{1}{2}$
Soap, lye	.10	Nominal

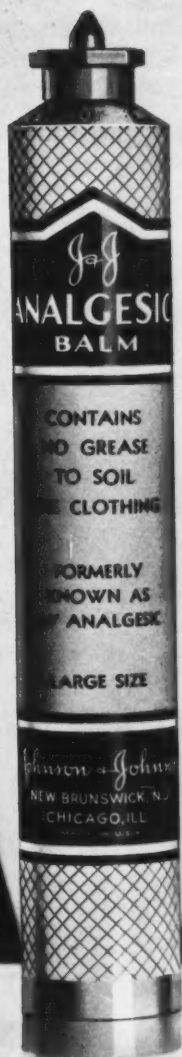
Rosin

Barrels of 280 pounds			
B	\$5.15	K	\$5.85
D	5.25	M	5.85
E	5.45	N	6.00
F	5.55	W.C.	6.30
G	5.60	W.W.	6.85
H	5.65	X	6.95
I	5.75	Wood	5.65

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	\$1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners, tank cars	.05 @	.051 $\frac{1}{2}$
Potassium carbonate, 80@85%	.07 @	
Hydroxide (Caustic potash) 88@		
92%	.071 $\frac{1}{4}$ @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76%		
Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds	.80 @	
Sulfate, anhydrous	.021 $\frac{1}{4}$ @	.03
Phosphate, tri-basic	.021 $\frac{1}{2}$ @	.03
Zinc oxide	.051 $\frac{1}{4}$ @	.051 $\frac{1}{2}$

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1 Registration is prima facie proof of ownership of the trade-mark.

2 Registration grants to the owner the right to oppose infringing trade-mark applications.

3 Registration warns others having a search made of the Patent Office records of the existence of the registration.

4 Registration grants the right to prevent the importation of foreign goods bearing the trade-mark.

5 Registration gives the right to sue infringers in the Federal Courts irrespective of the citizenship of the parties or the amount involved.

6 Registration presents the possibility of collecting treble damages for infringement.

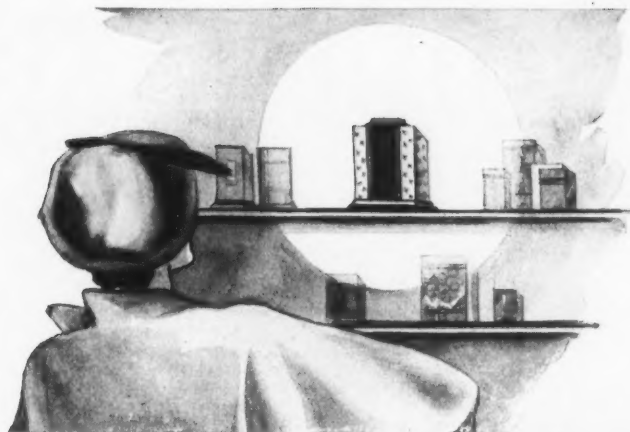
7 Registration grants the right of a successful owner in a suit for infringement to demand the destruction of all infringing labels, packages and other printed matter carrying the infringing mark.

8 Registration requires the infringer to prove all costs in the event of a judgment for accounting.

9 Registration grants to the owner the right to employ the words "Reg. U. S. Pat. Office."

10 Registration is a necessary prerequisite to registration in many foreign countries.

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ALCOHOL NEWS

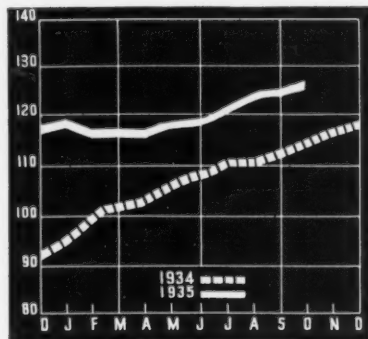


JANUARY

A Monthly Series of Technical Articles for Chemists and Executives

1936

ETHYL ALCOHOL PRODUCTION



(moving twelve-month averages, 1931=100)

Production		1935	1934
1000	Jan.-Oct.	156,496	143,579
proof	October	23,988	21,332
gals.	September	19,607	15,636
Sales		1935	1934
1000	Jan.-Oct.	161,021	144,188
proof	October	31,850	34,241
gals.	September	19,807	17,821

INDUSTRIAL ALCOHOL PRICES UNCHANGED FOR FIRST QUARTER

Prices for industrial alcohols, both pure and denatured, for the first quarter were announced unchanged from the schedules in effect at the close of 1935. In the face of steady demand from those industries classed as major consumers of industrial alcohol, this market has remained exceptionally firm. The anti-freeze market, however, faced with increasing competition from outside the alcohol industry, was marked by price reductions on the completely denatured alcohol schedules for anti-freeze during the latter part of December.

Production and sales of industrial ethyl alcohol as indicated by the figures shown above, have continued to show gains over the corresponding period of a year ago. Sales for the month of October, while falling slightly behind the total for the corresponding month a year ago, were nearly fifty percent above the production for the month.

YEAR-END INVENTORIES SHOW STOCKS AT LOW LEVELS

Taking of year-end inventories during the past month has revealed that stocks of raw materials in the hands of many manufacturers of finished products are lower than they were a year ago.

Considering that this situation occurs in spite of increased tonnage purchases of raw materials during the year, it indicates the surprisingly healthy condition existing in this market. With consumption of finished products, particularly of those items in the luxury class, continuing upward, the outlook for further gains in sales of finished goods and the consequent demand for raw materials is decidedly optimistic.

SODIUM ACETOACETATE—ALCOHOL DERIVATIVE— FINDS NEW APPLICATION IN STUDY OF KETOSIS

Serves to Build Up Satisfactory Level of Ketonuria for Investigations in Search for Cause and Cure

Researches in the field of biochemistry have found an important use for sodium acetoacetate in the study of ketosis. Sodium acetoacetate, an alcohol derivative and member of the beta keto compound group of organic chemicals, serves to build up a satisfactory level of ketonuria in the system of the subjects used for experiment. Because of this ability to produce aceto-

tone, thus simulating the condition of the diabetic, it permits study of both the pathology of the action and the resulting metabolism.

It enables a comparison to be made of various sugars to determine their ketolytic action. This, in turn, may afford some clue to the natural causes of the condition in the system and also indicate methods for controlling or curing it through dietary means.

At the present time the sodium salt of ethyl acetoacetate is not available commercially, the use being necessarily small and limited to the requirements of clinical, biological and other research laboratories which are interested in this problem. Most of these laboratories prepare their own sodium acetoacetate by the hydrolysis of the ethyl acetoacetate. A 16 percent aqueous solution of sodium hydroxide is reported sufficient for complete saponification.

The ethyl acetoacetate has been offered for a number of years by U.S.I. and consistent refinements in manufacturing methods have made it available at a reasonable price so that while the yield of the sodium salt is necessarily small, the cost does not become an important factor as the quantity required in the study of ketosis is not large.

The above method of preparing the sodium acetoacetate has been regularly employed by the Department of Biochemistry at the University of Southern

GALLON LIMIT RULE ON S. D. ALCOHOL PRODUCTS AMENDED

Article 146 of Regulations 3 has been amended by the Treasury Department to place authority with local district supervisors to grant exemptions from the requirement that certain products made with specially denatured alcohol must be put up and sold by the manufacturers in containers not exceeding one gallon.

Formerly the approval of the Commissioner of Industrial Alcohol at Washington was required, which is reported to have resulted in considerable delay on the part of legitimate manufacturers who made application for such exemption.

Paragraph three of Article 146, Regulations 3, as amended reads as follows:

Products made from specially denatured alcohol, such as bay rum, lilac vegetal, hair tonics, shampoos, lotions, perfumes, toilet water, and similar preparations must be put up and sold by the manufacturer thereof in containers not exceeding 1 gallon in capacity, except that the supervisor may, in any case where it is shown to his satisfaction that sales in larger packages to legitimate trade are necessary in the proper conduct of the business of any permittee, exempt such permittee from this requirement. Such preparations may be sold only to barber shops, beauty parlors, beauty and barber supply dealers, general retail stores, wholesale and

(Continued on next page)



SECTION of U. S. I.'s BOOTH at the Chemical Show held at Grand Central Palace, New York, last month. Unusual interest was created by the radiator unit demonstrating the effectiveness of Super Pyro Anti-freeze in preventing rust and corrosion of all the important metals in the cooling system. Another mechanical display showed nitrocellulose solutions of different viscosities made up with anhydrous alcohol through which steel balls dropped with varying speeds. Other sections of the exhibit featured products of the Air Reduction Sales Co., Pure Carbonic, Inc. and Dry Ice, Inc. A cake of "Dry Ice" which served to attract considerable attention may be seen in the foreground.

Prepared Monthly by the U. S. Industrial Alcohol Co.

ALCOHOLIC INJECTIONS EFFECTIVE TREATMENT FOR ANGINA PECTORIS

The use of alcoholic injections is one of the most effective and safest treatments for the relief of angina pectoris according to a treatise recently published covering this subject.

The author, an assistant professor of surgery at Harvard Medical School, states that pain from the heart can be relieved in those cases where the known cardiac sensory pathways are destroyed.

Results of numerous cases where the treatment by alcohol injections was used are summarized as follows:

"Our first case of alcohol injection lived for six years without a single attack of left-sided angina pectoris. Four cases have shown a slight tendency to recur but even in these the recurrent attacks have been so mild that they have been easily controlled by nitroglycerine. Thirteen of our patients, including three physicians, have been able to return to work and carry on a fairly active occupation."

SODIUM ACETOACETATE FINDS USE IN STUDIES OF KETOSIS

(Continued from preceding page)

California School of Medicine where considerable work has been done on the study of ketosis. The experiments conducted in this laboratory during the past two or three years have given promising results. Full details have been recorded in issues of the *Journal of Biological Chemistry*.

This new and unusual application marks another interesting development of the use of alcohol as a basic raw material for the preparation of organic chemicals of complex structure which offer opportunity for research in the field of organic synthesis. While many of them have not yet been exploited commercially, it is believed that further research will uncover new and important uses contributing to the advancement of scientific developments in many fields.

GALLON LIMIT RULE ON S. D. ALCOHOL PRODUCTS AMENDED

(Continued from preceding page)

retail drug stores and ultimate consumers, except that the supervisor may, in any case where it is shown to his satisfaction that sales to others are necessary in the proper conduct of legitimate business, exempt such permittee from this requirement.

A new type of barrel storage rack of knock-down design has been placed on the market. It is constructed of angle iron and is reported to be easily erected or dismantled. It is said that the rack will handle full barrels weighing up to 500 lbs.

PURE ALCOHOLS FOR INDUSTRIAL USE

Ethyl Alcohol Absolute—U.S.P.

The highest perfection of alcohol manufacture is achieved in Absolute Ethyl Alcohol U.S.P. Made by a patented continuous distillation process, this product offered by U.S.I. is readily available and finds important use in research and analytical work and in hospitals for scientific and medical use. One important use is in the staining and dehydrating of tissues for microscopic work.

In former years each laboratory produced its own absolute alcohol by treating 95% alcohol with quick lime (calcium oxide) and redistilling; a method both costly and uncertain in the quality of the resulting product.

This method was rendered obsolete, however, by the development of the exclusive U.S.I. continuous process. Now, in addition to being available at only a small increased cost over the 190 proof grade, U.S.I.'s absolute alcohol meets all the requirements of the U.S. Pharmacopoeia and, also, conforms to the following supplemental specifications:

Acidity

Free acid as acetic, not more than 0.0015 gm. per 100 cc.

Color

Water-white.

Corrosion

Does not show rust on bright drum steel within 48 hours.

Dryness

When 100 cc. of the alcohol is shaken in a stoppered tube with 0.5 gm. anhydrous copper sulphate, the latter does not turn blue.

Non-Volatile Matter

Not more than 0.0025 gm. per 100 cc.

Odor

Free from foreign odors when tested at high or low proof.

Purity

Not less than 99.87% ethyl alcohol by volume.

Reducing Substances

Not less than 25 minutes per manganate time.

Specific Gravity

At 15.6°/15.6°C. not more than 0.7944.

Weight per gallon

At 15.6°C. 6.62 lb.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information on any of them may be obtained by writing to U. S. I.

U S I

The addition of a small amount of vegetable mucilage to tincture of lobelia in ether has been recommended for preventing a green deposit from forming on the container. The mucilage serves to keep the precipitate dispersed in the solution.

U S I

Vitamin D, which increases the power of the body to fix calcium, has been subjected to investigation to determine whether amounts in excess of normal requirements of the human body would be harmful if taken internally. Results of research at the University of Wisconsin indicate that no adverse effects or evidence of abnormality occurs when irradiated foods with additional quantities of Vitamin D added were fed to animals.

U S I

A new type bottle filling machine is recommended for filling of foamy liquids, extracts and oils. It operates by vacuum and it is claimed that this method of operation prevents the machine from filling any bottle that is defective or broken as a vacuum cannot then be established. The filling is said to be uniformly accomplished without overflow or waste and excess liquid is withdrawn and returned by means of an automatic vacuum trap.

U S I

A new water-soluble "resin," described as a "Pure, complex chemical compound and not a mixture," odorless, water-white, liquid, has been announced. It is said to air dry into a non-tacky flexible film having good adhesive properties. A list of suggested uses includes: suspension, grinding or wetting medium; sealer, temporary coating, and in cosmetics—a substitute for water-swelling gums.

U S I

A new device for closing the tops of open-mouth multiwall bags, heavy duty paper or waterproof bags, has recently been developed and offers advantages over former methods. A special machine sews a 2 1/4-inch paper tape across the top of the bag with filler cord inserted in the stitching at the same time. It is reported to make a perfect closure in which no sifting occurs and is an attractive closure as the top and bottom of the bag are similar in appearance.

U S I

Wrapping of packages in moistureproof cellulose or glassine paper is simplified by two new machines specially designed for this purpose. They are said to be simple in design, all movements being rotary and continuous. Paper is drawn from a roll and as the package contacts it a rotary knife cuts it off. The ends are then folded and heat-sealed as the package passes through a runway. Glue-sealing attachments are available for use with kraft papers.

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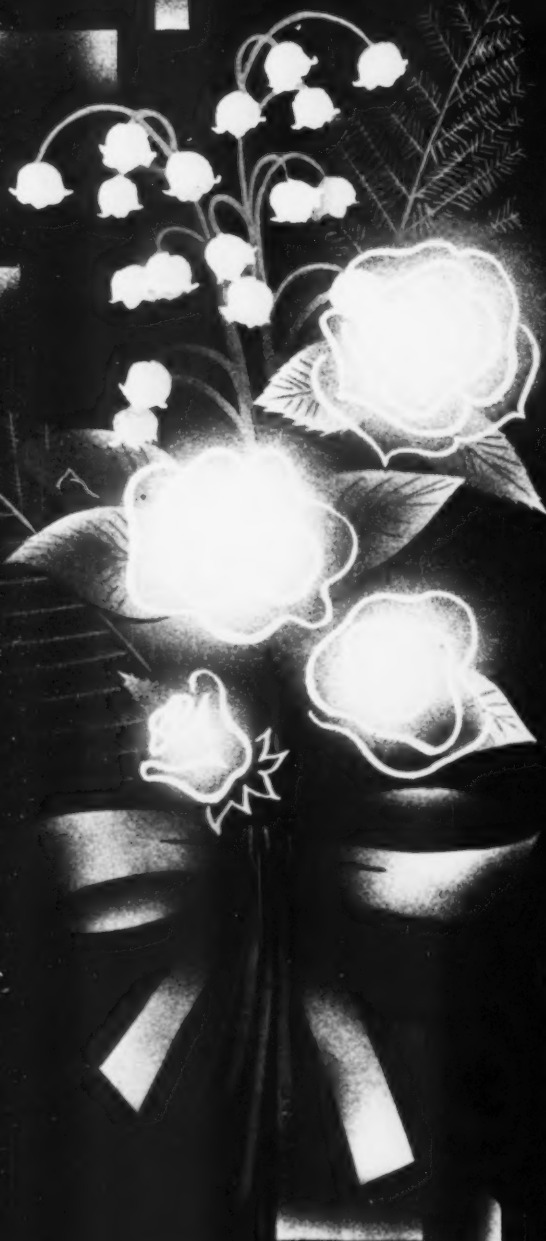
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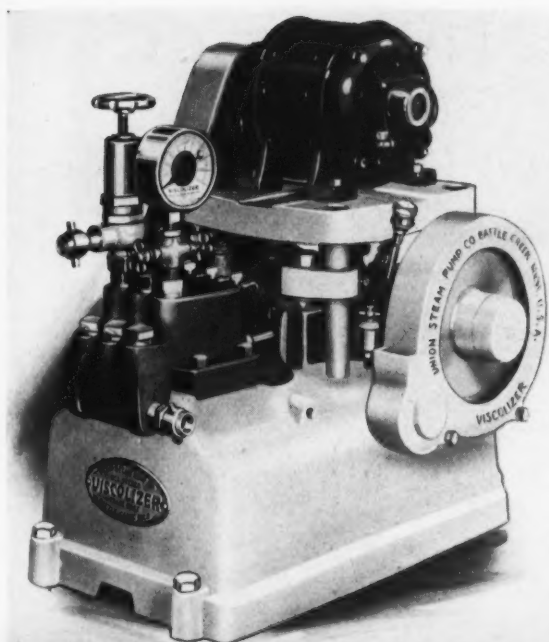
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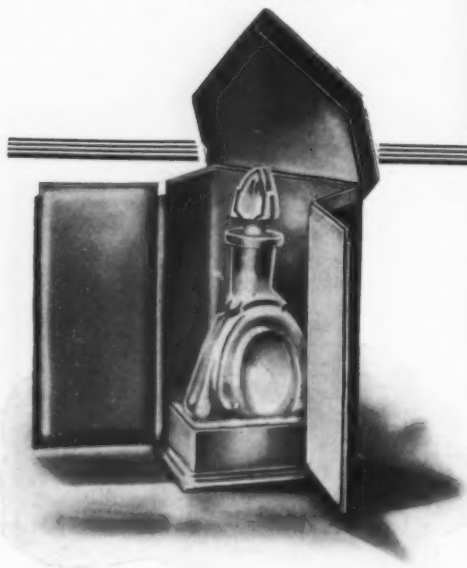
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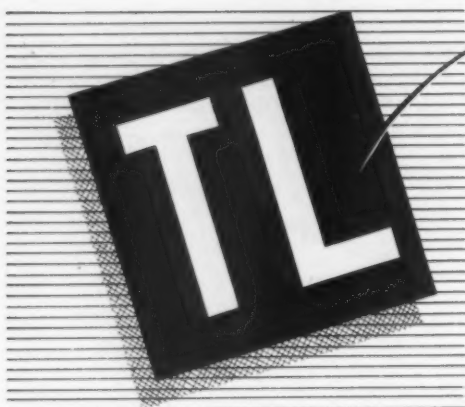
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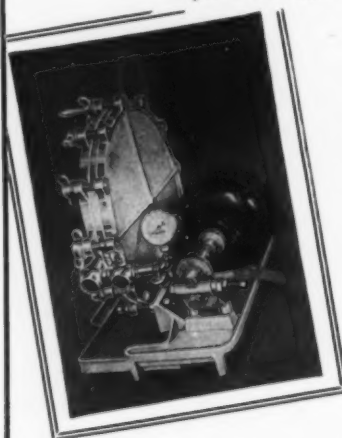
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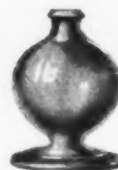
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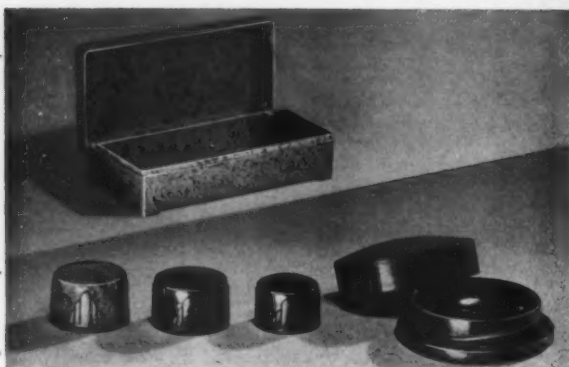
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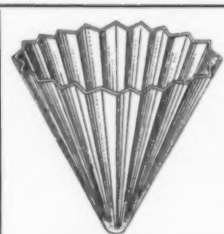
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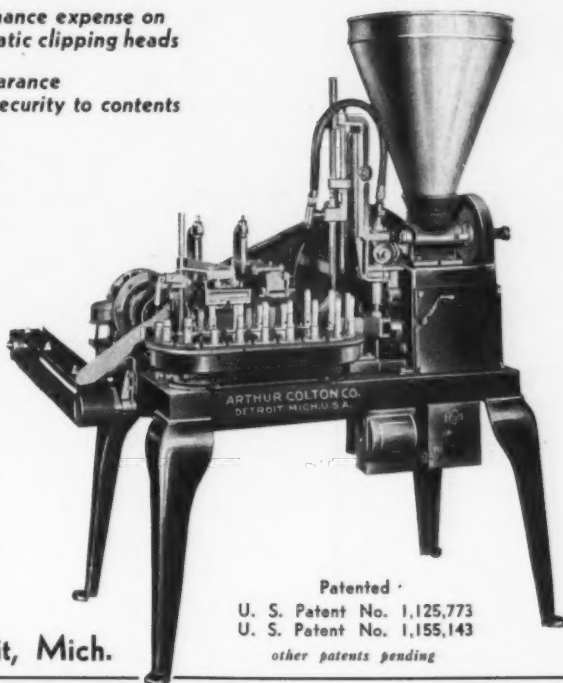
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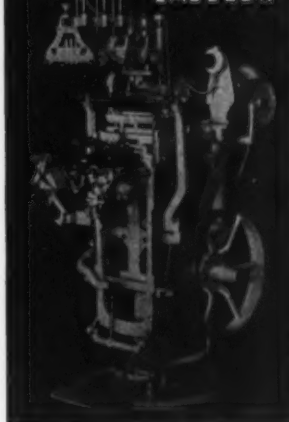
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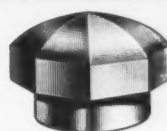
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Sperry, Johnson, Shriver Filter Press, 6" to 42"
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Fischbeck to Start Own Oil Business
for twenty-five years Charles Fischbeck, Ungerer & Co., New York, and for several years vice-president and treasurer of that company, has resigned, effective January 1. Mr. Fischbeck will engage in the essential oil and aromatic chemical business on his own account under the name Charles Fischbeck Co., Inc. Headquarters will be in New York, and an announcement of the location of offices and further plans will be made in the near future.
The American Perfumer

Fischbeck Incorporates
Charles Fischbeck is incorporating to do business under his own name effective January 1 locating his business in New York City.
CHARLES FISCHBECK
Mr. Fischbeck completed his twenty-fourth year with Ungerer & Co. last August, and has resigned his position effective January 1 to start his new enterprise.
The Drug and Cosmetic Industry

Fischbeck Leaves Ungerer To Establish Own Business
Charles Fischbeck, who on August 1936, would have completed twenty-five years' service with Ungerer & Co. for several years vice-president and treasurer, as well as manager of sales, will enter business on his own account on January 1 under the firm name of Charles Fischbeck Company, Inc. Mr. Fischbeck was not ready last week to announce the location of the offices and warehouse of his company, but he stated that he would sell to the consuming trades a full line of essential oils, aromatic chemicals, and allied products. He is one of the best known men in the essential oils business with a host of friends and business acquaintances.
Oil, Paint and Drug Reporter, Inc.

FISCHBECK TO LEAVE UNGERER & CO.
Charles Fischbeck, vice-president of Ungerer & Co., New York importers of essential oils and aromatic chemicals, has resigned effective January 1, to establish his own business. The new company will have offices in New York as Charles Fischbeck & Co. and will deal in essential oils and aromatics. Mr. Fischbeck has been associated with Ungerer & Co. for almost 25 years his activities being chiefly in the purchasing and managerial ends of the business.
SOAP

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